

From bottom to top rung in the domestic field during the short period of 13 years is convincing evidence that Sheaffer serves.

And today Sheaffer serves the world.

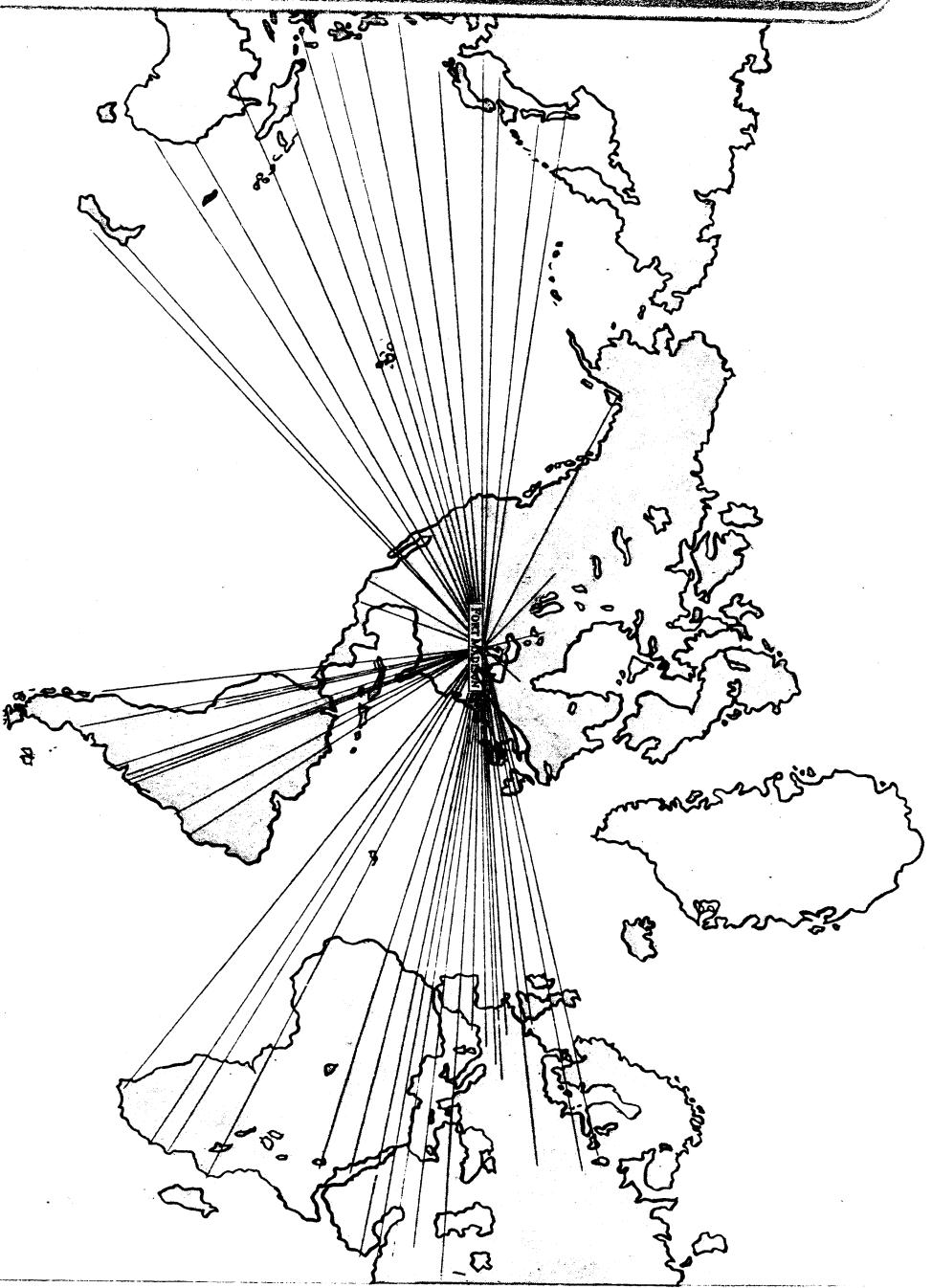
The same loyal contact has been maintained with Brough & Company of Bombay, India, that has existed for eight years between Sheaffer and Kenrick-Bellamy Company of Denver, Colorado, U. S. A. Every civilized country of six continents enthusiastically accepted Sheaffer as the leading and standard writing help.

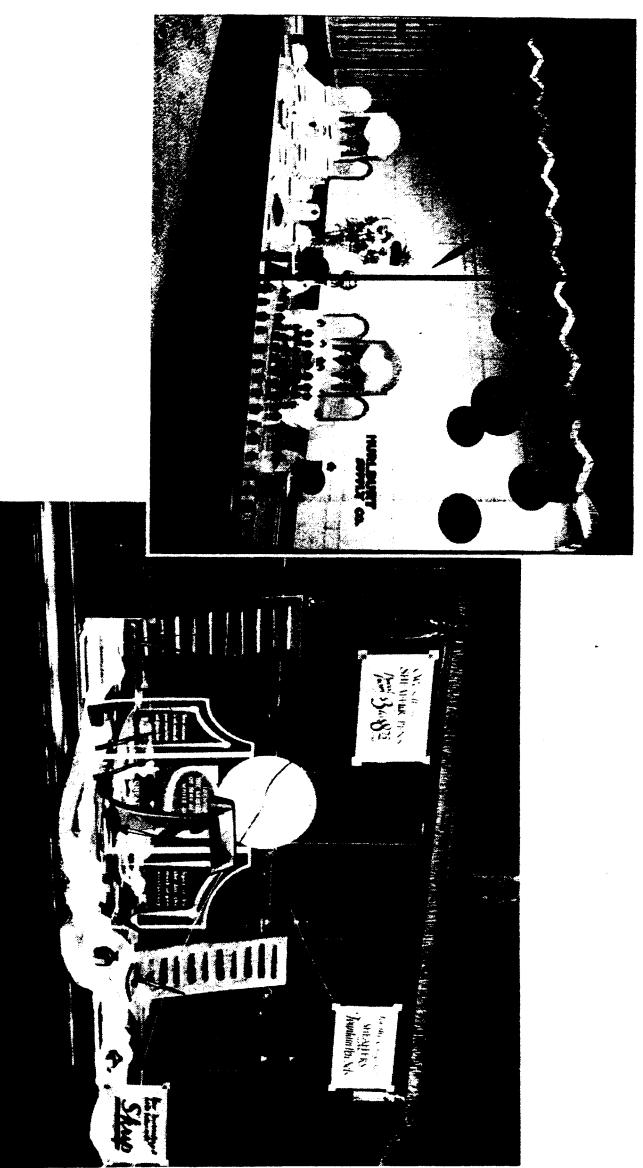
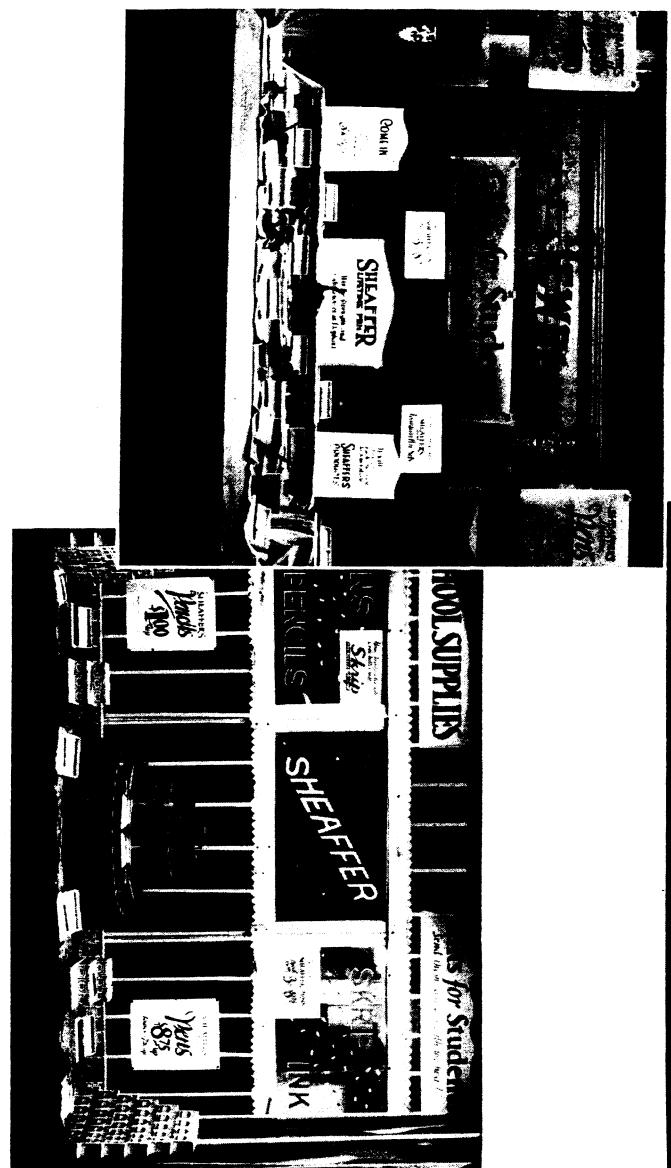
From the Fort Madison, Iowa, U. S. A. factory, frequent shipments are forwarded to Mexico City, Calcutta, Hong Kong, Amsterdam, Honolulu, and to-day one finds the coolie as proud of his Jade Lifetime pen and pencil as is the Belgian Army Colonel in the Congo.

Such progress has but one meaning, and that is enthusiastic public acceptance. It is this mark of consumer approval, the golden-rule policies, and whole-hearted cooperation on the part of the entire organization coupled with the merchandise as described and illustrated in this catalog that makes the Sheaffer line the choice of the world's most successful and far-sighted retailers.

Sheaffer will continue to serve the world!

...Phi H. Hob...





corner cigar store competition, we find that those leaders are a happier class, a more satisfied group and a more loyal force for our line than we could possibly expect from three times the number of sales outlets. That is as it should be—for they profit.

Split an apple seven ways, or two—which will produce larger pieces? Split a fixed volume of sales into 73,000 parts, or 23,000—which parts will be larger?

Sheaffer volume, now record big is sold through a comparatively small number of high class dealers. And those few selected dealers are Sheaffer's only outlet to the consumer.

Divide a fixed amount of interest, cooperation, service and advertising appropriation into 73,000 parts, or 23,000—which parts will be larger?

Sheaffer dealers are profiting more, partly because each benefits 37½% more advertising help (average per dealer) than could possibly be obtained from the next nearest competitor.

...G.M.P..

After all, "The proof of the pudding is in the eating."

Intelligence will recognize good looking merchandise. But will good looking merchandise always move? If so, will it move with profit to the dealer?

As evidence that the Sheaffer franchise has real value, we have reproduced a few letters from our friends who speak with authority, located in widely separated areas. Perhaps one or more is located near you. If not, we will be glad to send you facts regarding dealer-successes of concerns in your state or perhaps your city.

Sheaffer has chosen to distribute through certain lines of businesses. In those few lines, there are about 125,000 retailers, but less than 20% handle Sheaffer's. This company will never have complete blanketing distribution. We never want to over-merchandise. We expect everyone connected with Sheaffer to make a profit—to be satisfied and to prosper.

And because we chose the leaders in a few lines and because those leaders need never fear mail order, premium,

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VISIT OUR NEW EXHIBITORS' DISPLAYS IN THE VENUE

ALBERCHOMBE & FITCH CO.

1411 M STREET, N.W.
Washington, D.C.

SALES: ALL COMMERCIALS AND INDUSTRIALS

WEDNESDAY, APRIL 10
2:30 P.M.—5:30 P.M.

NEW YORK, N.Y., APRIL 11
2:30 P.M.—5:30 P.M.



D. A. Wallard
CUTLERY, GUNS, SPORTING AND ATHLETIC GOODS

400 12th Street, N.W.
Washington, D.C.

EDSON E. ROBINSON

111-113 Washington Street
Watertown, N.Y.

LUCAS BROS.

400 12th Street, N.W.
Washington, D.C.

MEYER & TIRALHEIMER

PRINTERS, ENGRAVERS
AND OFFICE EQUIPMENT

110 ATLANTIC AVENUE
BALTIMORE, Md.

CHARNEY'S
STATIONERY AND OFFICE SUPPLIES

110 ATLANTIC AVENUE
BALTIMORE, Md.

WILLIAM FREEMAN & SON, INC.

PRINTERS, ENGRAVERS
AND OFFICE EQUIPMENT

110 ATLANTIC AVENUE
BALTIMORE, Md.

GEORGE B. EVANS

PRINTERS, ENGRAVERS
AND OFFICE EQUIPMENT

110 ATLANTIC AVENUE
BALTIMORE, Md.

B. CERTZ INC.

DEPARTMENTAL STATIONERS

10210 Juncade Avenue
Los Angeles, Calif.

PARKER & BATTERSBY
MANUFACTURERS OF PREMIUM STATIONERS

10210 Juncade Avenue
Los Angeles, Calif.

The KENDRICK-BELLON COMPANY

SPECIALISTS IN OFFICE SUPPLIES

10210 Juncade Avenue
Los Angeles, Calif.

C.D. PEACOCK

JEWELERS, OPTICIANS, STATIONERS

10210 Juncade Avenue
Los Angeles, Calif.

WILLIAM H. WILSON

PRINTERS, ENGRAVERS
AND OFFICE EQUIPMENT

10210 Juncade Avenue
Los Angeles, Calif.

JOHN H. WILSON

PRINTERS, ENGRAVERS
AND OFFICE EQUIPMENT

10210 Juncade Avenue
Los Angeles, Calif.

Profits and Permanence

SOLiloquy of C.

INTERNATIONAL GUARANTY & LIFE INSURANCE COMPANY of America's foremost writing and underwriting firm, has issued a policy to cover your dog, **SPOTTY**, as a result of your recent purchase of a **SPOTTY** puppy from **WILLIE SHEAFER**. This policy insures **SPOTTY** against death or loss due to disease or accident, and will pay \$1000 if **SPOTTY** dies or disappears. Premiums are payable annually. **SPOTTY** is insured for one year.

appreciate fair service minus the "haggling" part. And never will a dealer find reason for "haggling" over the Sheaffer line. Such service alone promotes goodwill for every dealer and produces profitable business from old customers as well as new business from new customers.

Yet even such a sane service policy between dealer and consumer has not been wholly responsible for Sheaffer's service-reputation. Sheaffer dealers of long standing readily testify to the value of prompt acknowledgments, on-time shipments, and golden-rule relationships between their stores and the Sheaffer salesmen, branches and factory.

An inviolable policy formulated with the establishment of the organization is that Sheaffer dealers are first in line of service-consideration just as they have remained first in line of distribution. Sheaffer's saw the first light of day in 1913 from a retail jeweler's work-bench. And because the company chose to cast its lot exclusively with a selected number of dealers in a few restricted lines of business rather than attempt promiscuous distribution through the ordinary channels including the middle-man trade, each of the 23,000 Sheaffer dealers is assured undivided attention and concentrated efforts ably directed by a wholly experienced and competent former jewelry retailer.

PAY TO THE ORDER OF
W.A. SHEAFFER PEN CO.
PROFIT CHECK
DOLLARS

DATE	AMOUNT
JULY 11, 1955	TEN DOLLARS

W.A. SHEAFFER PEN CO.

TO THE FIRST MADISON SAVINGS BANK
FORT MADISON, IOWA
7-11

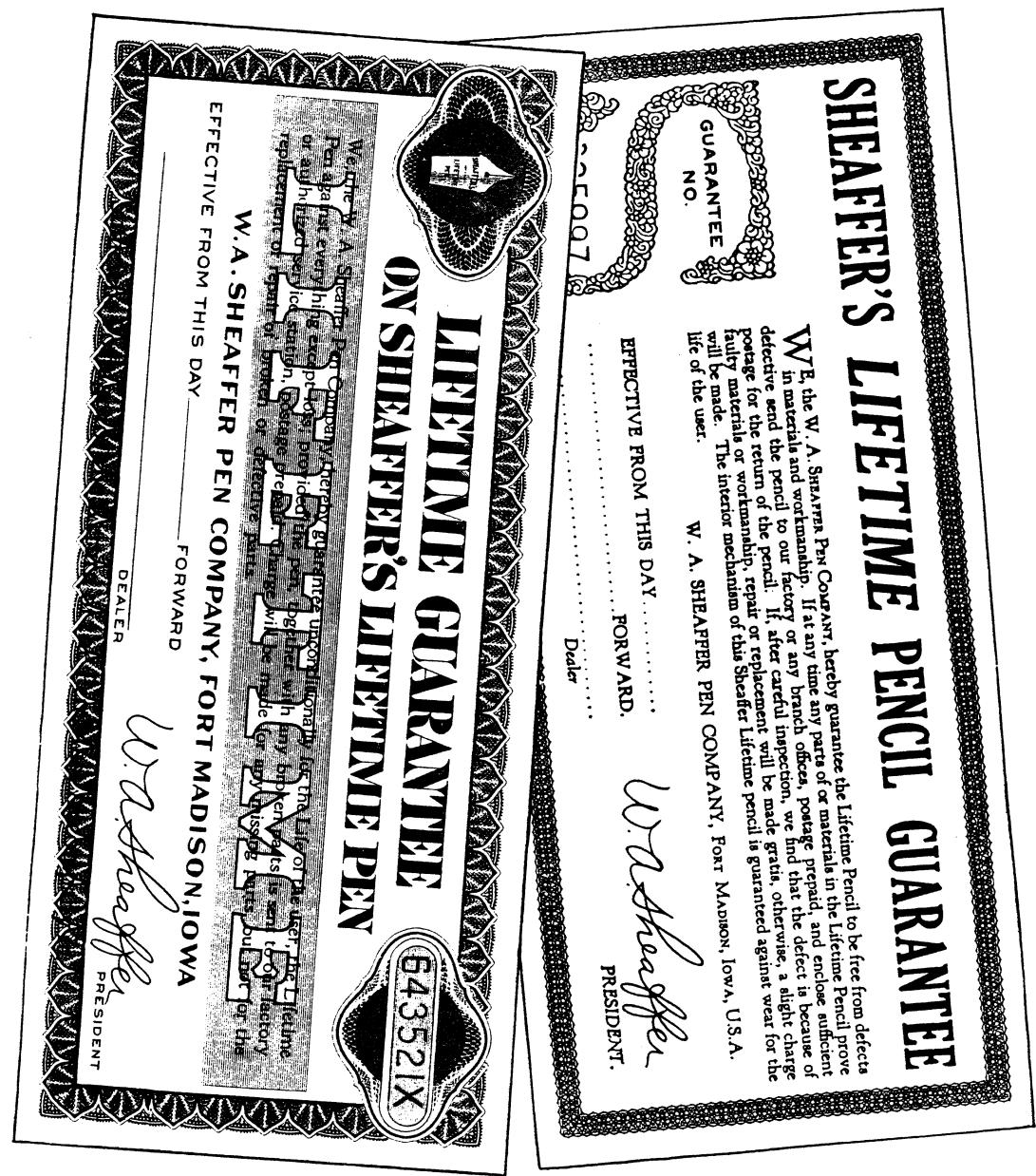
THE KOKI MADISON SAVINGS BANK
FORT MADISON, IOWA 72-131

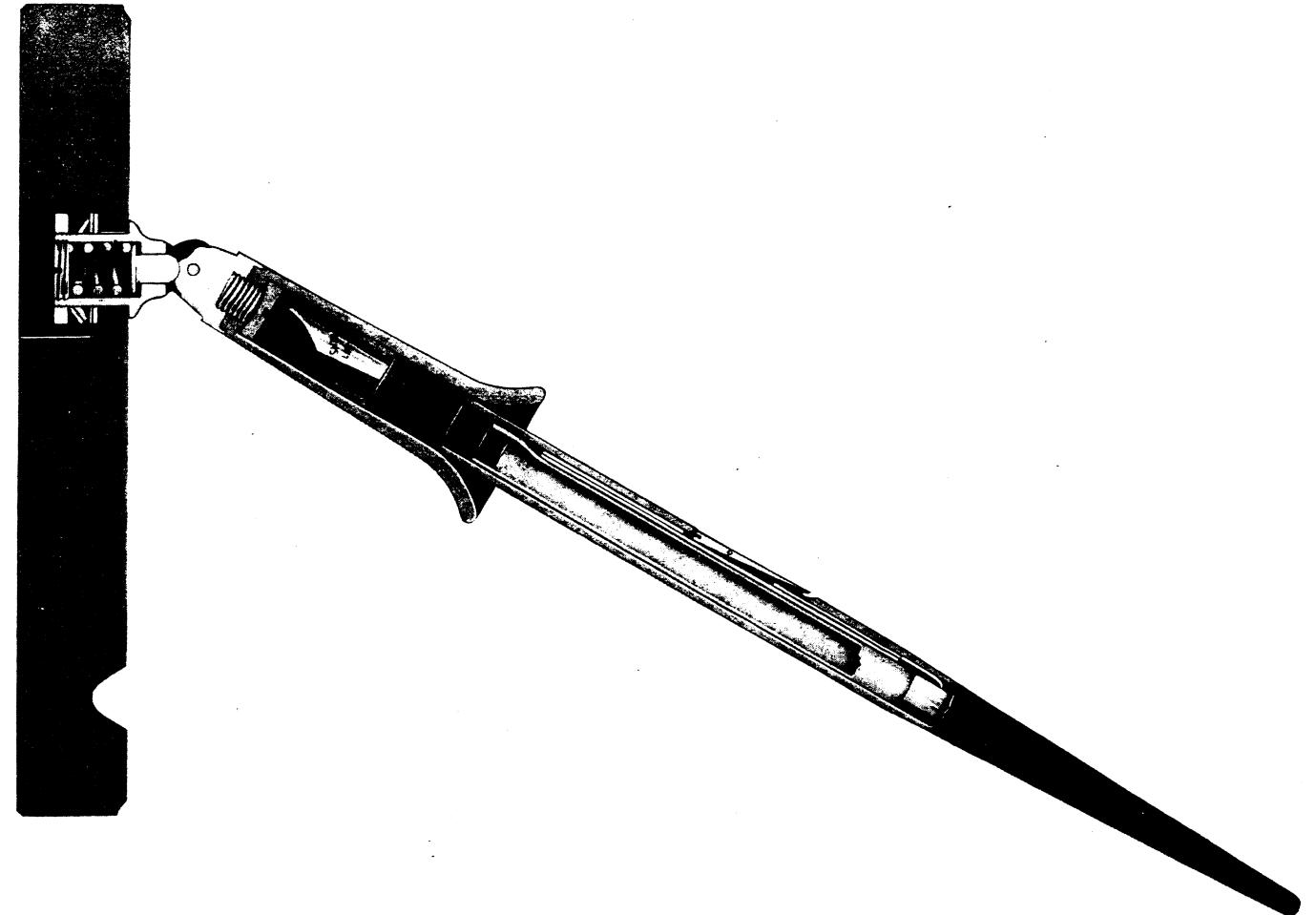
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Never can there be a question about the service of any Sheaffer product, for every Sheaffer item is definitely guaranteed. And further,—every Lifetime pen and pencil leaving the Sheaffer shipping room is accompanied by a serially numbered and signed guarantee note definitely committing the company to a well-defined service plan.

Sheaffer was first to offer the Lifetime guarantee. Sheaffer was first to furnish a serially numbered and signed guarantee slip with every Lifetime pen and pencil distributed from the factory.

This one policy is of direct value to the retailer. Many organizations make no more than an average effort to stand back of their product. This reflects first upon the local retailer. Customers so."





methods of merchandising or transportation. New ideas are born over night. The public is fickle. Modes, methods and manners change lightning-like and the manufacturer who falters is lost. Sheaffer maintains a corps of engineers who devote their entire time and efforts to modernizing writing-helps—not fads, but substantial, practical and logical helps.

As proof that such work has been wholly resultful it is a fact that every important achievement within the industry since the inception of this company has been originated by Sheaffer.

The markets of the world are constantly scanned by Sheaffer for raw materials to equal or better the present Sheaffer standards of quality. Scientists and artisans of six continents are consulted.

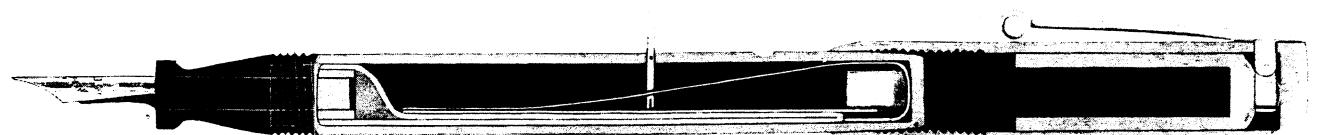
All of that is as it should be, and as it will continue, for whole hearted effort is not too much to give for the production of the world's recognized standard in writing-helps.

THREE are naturally basic reasons for every successful business venture. There is little question but that the causes of success are a combination of several different factors, such as the merchandise, type of dealers, number of sales outlets, conservative operating policies, etc. But underlying them all, we firmly believe that the foremost reasons for the success of Sheaffer, not in order of importance, however, are the dependable merchandise produced, the extremely liberal policies back of the merchandise, and the endless effort of the personnel of the organization, principally the sales force including the dealer group. One could not survive without the others. They are inter-dependent.

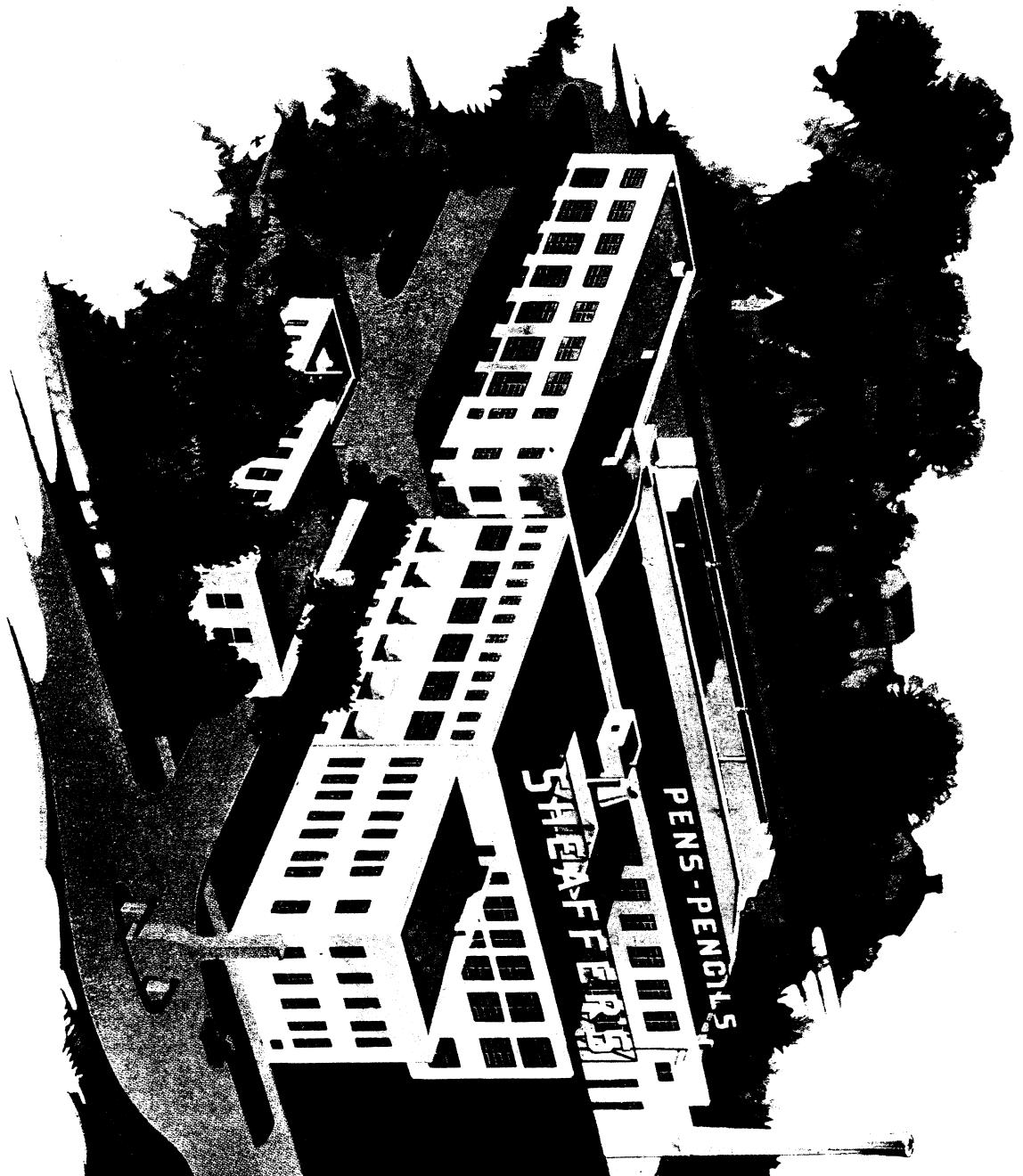
But, first, we had to have the merchandise. Dealers care little for golden-rule policies unless the merchandise is right. And to give you a cross-section view of the leaders of the Sheaffer line, we have reproduced cross-section views of the fountain-pen, mechanical pencil and desk fountain-pen set.

Modern ideas incorporated in the product are just as important as modern

..Phi Beta..



8/16/66
1628-1929



IT IS with considerable pride and pleasure that we offer for your inspection an up-to-date catalog of fountain-pens, desk fountain-pens, desk fountain-pen sets, desk set lamps, mechanical pencils, Skrip and sundries. We are not unmindful of the generosity and loyal support rendered our organization in the past by the leading retailers of the world, and in reciprocation, we pledge a continuance of the same golden-rule policies, and the maintenance of the high standards in production, service and cooperation that have played such an important part in distributing satisfactory profits to our dealers, satisfactory service to millions of customers and reflected a satisfactory growth to the Sheaffer organization proper.

And because the reputation, future and fortune of our company rests upon the quality of all Sheaffer merchandise, you can choose any item stamped with the Sheaffer name, and feel fully content that you are handling the best merchandise it is possible for human hands and modern machines to produce.

Respectfully,

W. Sheaffer
President

..Phi A Phi..

W.A.SHEAFFER
President
J.H.AXT
Vice-President
H.E.WALDRON
Vice-President
W.A.SCHERFE
Secretary
C.R.SHEAFFER
Treasurer

W. A. SHEAFFER PEN CO.

Fort Madison, Iowa, U.S.A.

The Makers of

SHEAFFER'S

PENS - PENCILS - SKRIP



NEW YORK
80 Fifth Avenue
CHICAGO
506 Republic Building
SAN FRANCISCO
341 Monadnock Bldg.
LONDON, W. I., ENG.
199 Regent Street
TORONTO, CANADA
60-62 Front St. West

MR. SHEAFFER-DEALER:

Attached is a copy of Sheaffer's NEW catalog.

Check new merchandise and that already in stock against it. Make sure you have on hand a representative selection of each number.

Sheaffer's require a smaller investment to secure a complete line than any other -- profits are larger!

Make more sales by showing the entire Sheaffer assortment. Sell a Lifetime Pen everytime you sell a Lifetime Pencil. Double your volume by selling the 4-ounce Skrip instead of the 2-ounce size. Push related Sheaffer products!

Plan your windows. Use the accompanying display material to tie to the gigantic advertising schedule Sheaffer is now doing -- the largest Skrip campaign ever run on a writing fluid.

All this advertising FOR YOU -- to move YOUR Sheaffer stocks! Stock -- display -- sell: the sure way to VOLUME.

This NEW catalog is properly tabbed and exactly fits your files. From time to time, you will receive new pages which you will want to add to the pocket in the back of the book.

List -- now -- any additional requirements on the attached order blank and return for our prompt attention.

For increased PEN-PROFITS in 1928,

W. A. SHEAFFER PEN COMPANY

SHEAFFER'S FOUNTAIN-PENS

PIGMY AND 3-25 LINES



No. B1P Pigmy (Cadaak)—Rich royal blue, unbreakable Radite, gold-filled lever and ring, No. 1 nib. See illustration List \$2.75

No. R1P Pigmy (Cago)—Brilliant cherry red, unbreakable Radite, gold-filled lever and ring, No. 1 nib. See illustration List \$2.75

Nibs furnished are fine and medium in flexible only.
No. 3-25SC (Camig)—Jet black, unbreakable Radite. Short holder. Guaranteed 25 years if not misused. Band, lever and clip are gold-filled. See illustration List \$3.00

No. R3-25SC (Catux)—Same as No. 3-25SC, except color is coral red. Barrel is trifle larger diameter than jet Radite numbers List \$3.00

No. R3-25SR (Coxage)—Coral red, unbreakable Radite. Short holder. Guaranteed 25 years if not misused. Band, lever and clip are gold-filled. Barrel is trifle larger diameter than jet Radite numbers. See illustration List \$3.00

No. 3-25SR (Coxage)—Same as No. R3-25SR, except color is jet black.....List \$3.00

No. 3-25C (Cugyo)—Jet black, unbreakable Radite. Long holder. Guaranteed 25 years if not misused. Band, lever and clip are gold-filled. See illustration List \$3.00

No. R3-25C (Cujok)—Same as No. 3-25C except color is coral red. Barrel is trifle larger diameter than jet Radite numbers List \$3.00

All coral pens have medium sized barrels. All jet pens have thin model barrels.

Furnished in semi-manifold nibs in extra fine, fine, medium, coarse, stub, bookkeeper, oblique and T. U. points. Flexible nibs will be supplied on request.

LOANER PENS (Cukba)

To enable every Sheaffer dealer to stand-out as the service-center in his community Sheaffer offers a unique plan of dealer-consumer cooperation.

First class pens in an assortment of points and engraved "Service Pen" with dealers business name in black Gothic style are furnished at 95c per pen.

Sheaffer's Loaner Pens are offered in two styles, long with clip and short with clip. See illustration.

These Loaners would regularly list at from \$3.00 to \$7.00. Priced to Sheaffer accounts at 95c each, net, engraved with dealer's name.

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B1P

R1P

3-25SC

R3-25SR

3-25C

"Loaner"

SHEAFFER'S FOUNTAIN PENS

5.30 AND 7.30 LINES



J5-30C



J5-30SR



J5-30SC



7.30C



J7.30C

No. J5-30C (Dafia)—Jade green, unbreakable Radite, gold-filled bands, lever and clip. Long holder. Guaranteed 30 years if not misused. See illustration. List \$5.00

No. 5.30C (Dakgo)—Same as J5-30C except jet black. List \$5.00

No. 5.30SR (Datok)—Same as No. J5-30SR, except jet black. List \$5.00

No. J5-30SC (Diaba)—Jade green, unbreakable Radite, gold-filled bands, lever and clip. Short holder. Guaranteed 30 years if not misused. See illustration. List \$5.00

No. 5.30SC (Difak)—Same as No. J5-30SC, except color is jet black. List \$5.00

No. 7.30C (Difg)—Jet black, unbreakable Radite, gold-filled bands, lever and clip. Long holder. Guaranteed 30 years if not misused. See illustration. List \$7.00

No. J7-30C (Dimag)—Jade green, unbreakable Radite, gold-filled bands, lever and clip. Long holder. Guaranteed 30 years if not misused. See illustration. List \$7.00

Furnished in semi-manifold nibs in extra fine, fine, medium, coarse, stub, bookkeeper, oblique, and T. U. points. Flexible points furnished on request.

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SHEAFFER'S

LIFETIME FOUNTAIN-PENS

Every Lifetime fountain-pen bears an unconditional guarantee of faultless writing service for the owner's lifetime. There is no equal in beauty or service. It is the pen that spends the most days in the writing hand and least in the repair shop. Therefore, more satisfied customers for Sheaffer dealers. The Lifetime pen is the highest-priced pen on the market. It is worth more to user and dealer alike.

J74SC (Abgag)—Jade green unbreakable Radite with gold-filled band, clip and lever, short thin holder. See illustration. List \$7.50

J74SR (Abgit)—Jade green unbreakable Radite with gold-filled band, lever and ring, short thin holder. See illustration. List \$7.50

J74TR (Abgub)—Jade green unbreakable Radite with gold-filled ring, lever and band. Short black quill is fitted in end of barrel. See illustration. List \$7.50

J8C (Abjag)—Jade green unbreakable Radite with gold-filled band, lever and clip. Oversize long holder. See illustration. List \$8.75

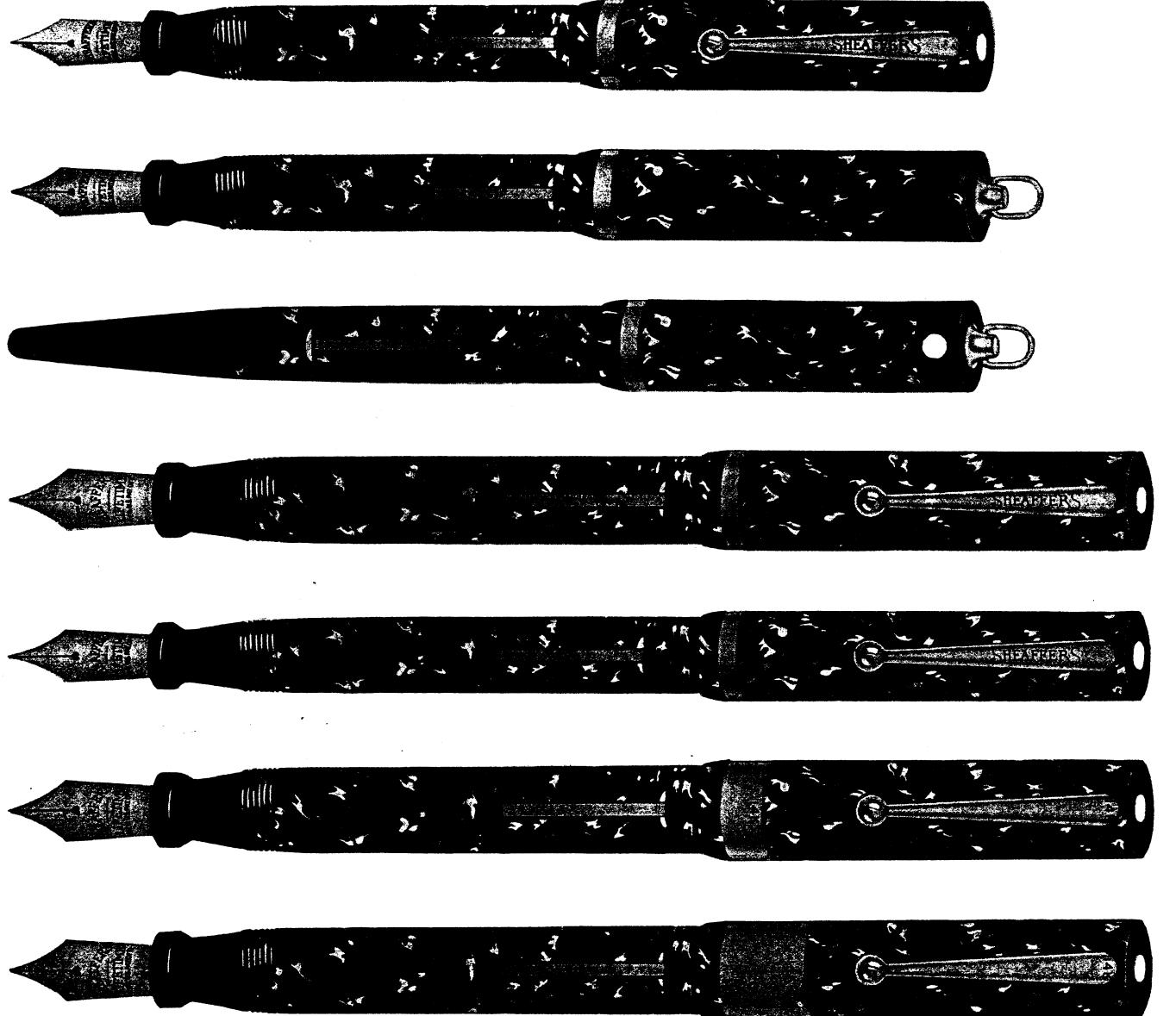
J84C (Abkot)—Jade green unbreakable Radite with gold-filled band, clip and lever. Thin model long holder. See illustration. List \$8.75

J85C (Abmok)—Jade green unbreakable Radite with 14 karat solid gold clip and $\frac{1}{2}$ -inch band. Oversize long holder. See illustration. List \$12.00

J89C (Abnix)—Jade green unbreakable Radite with 14 karat solid gold clip and $\frac{1}{2}$ -inch band. Oversize long holder. See illustration. List \$15.00

Furnished with Lifetime nibs in needle point, extra fine, fine, medium, coarse, stub, oblique and T. U. points.

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J74SC

J74SR

J74TR

J8C

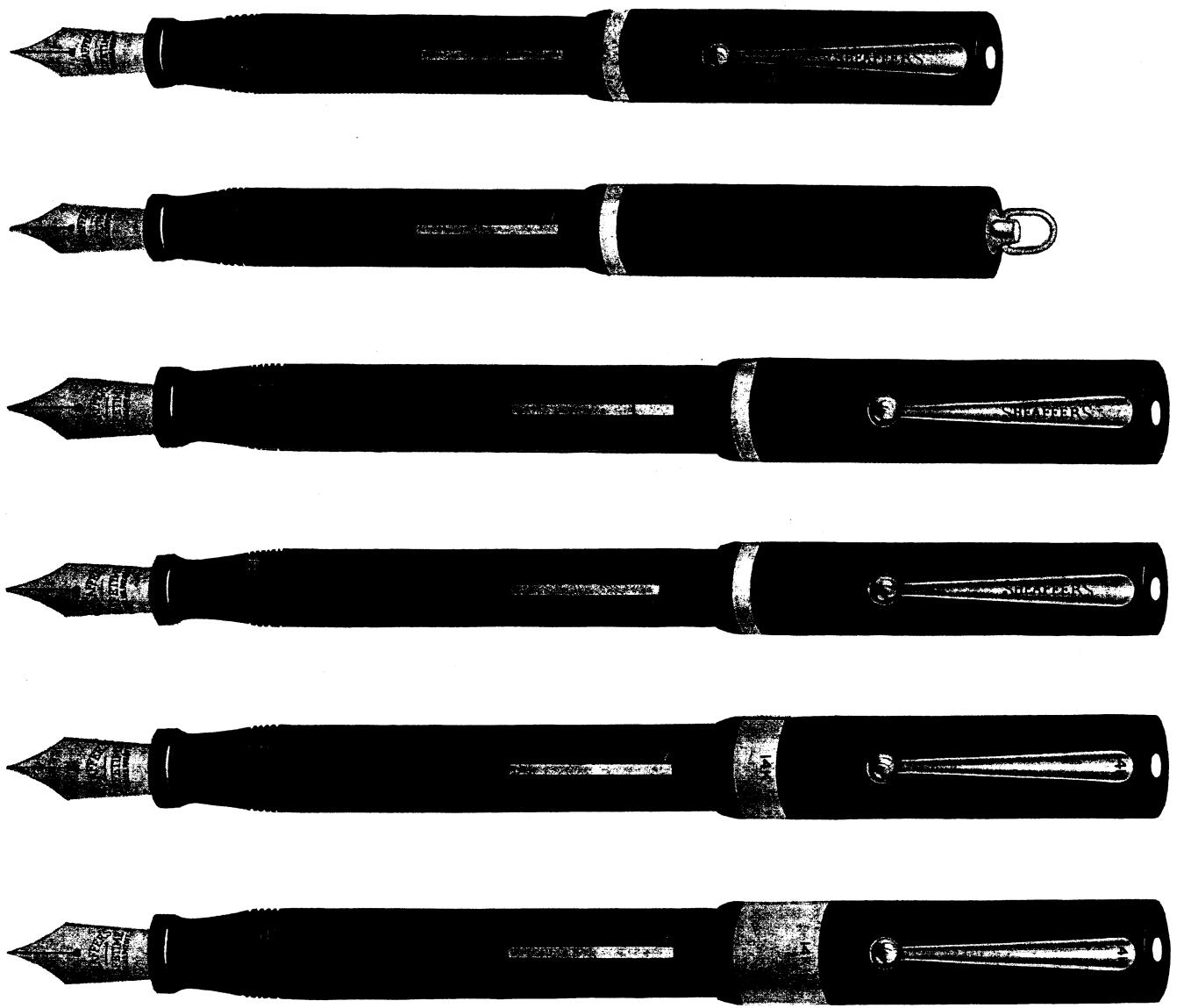
J84C

J85C

J89C

SHEAFFER'S

LIFETIME FOUNTAIN-PENS



74SC (Bacag)—Jet black unbreakable Radite with gold-filled band, clip and lever. Short thin holder. See illustration..... List \$7.50

74SR (Bagik)—Jet black unbreakable Radite with gold-filled band, clip and lever. Short long holder. See illustration..... List \$8.75

8C (Bajfa)—Jet black unbreakable Radite with gold-filled band, clip and lever. Long thin holder. See illustration..... List \$8.75

84C (Bibak)—Jet black unbreakable Radite with gold-filled band, clip and lever. Long thin holder. See illustration..... List \$8.75

85C (Bigox)—Jet black unbreakable Radite with 14 karat solid gold clip, and $\frac{1}{4}$ -inch band. Oversize long holder. See illustration..... List \$12.00

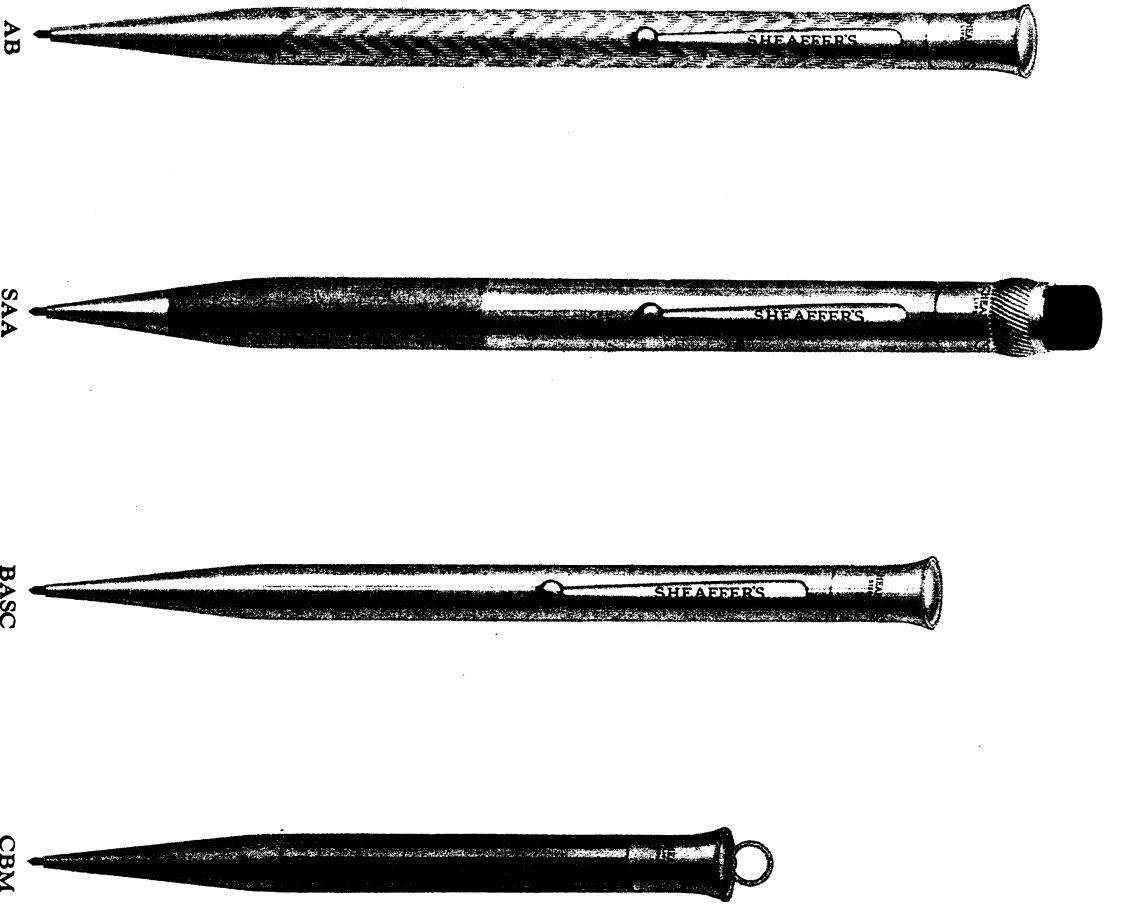
89C (Bojox)—Jet black unbreakable Radite with 14 karat solid gold clip and $\frac{1}{2}$ -inch band. Oversize long holder. See illustration..... List \$15.00

Furnished with Lifetime nibs in needle point, extra fine, fine, medium, coarse, stub, oblique and T. U. points.

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SHEAFFER'S

PROPEL-REPEL-EXPEL
PEN CILS

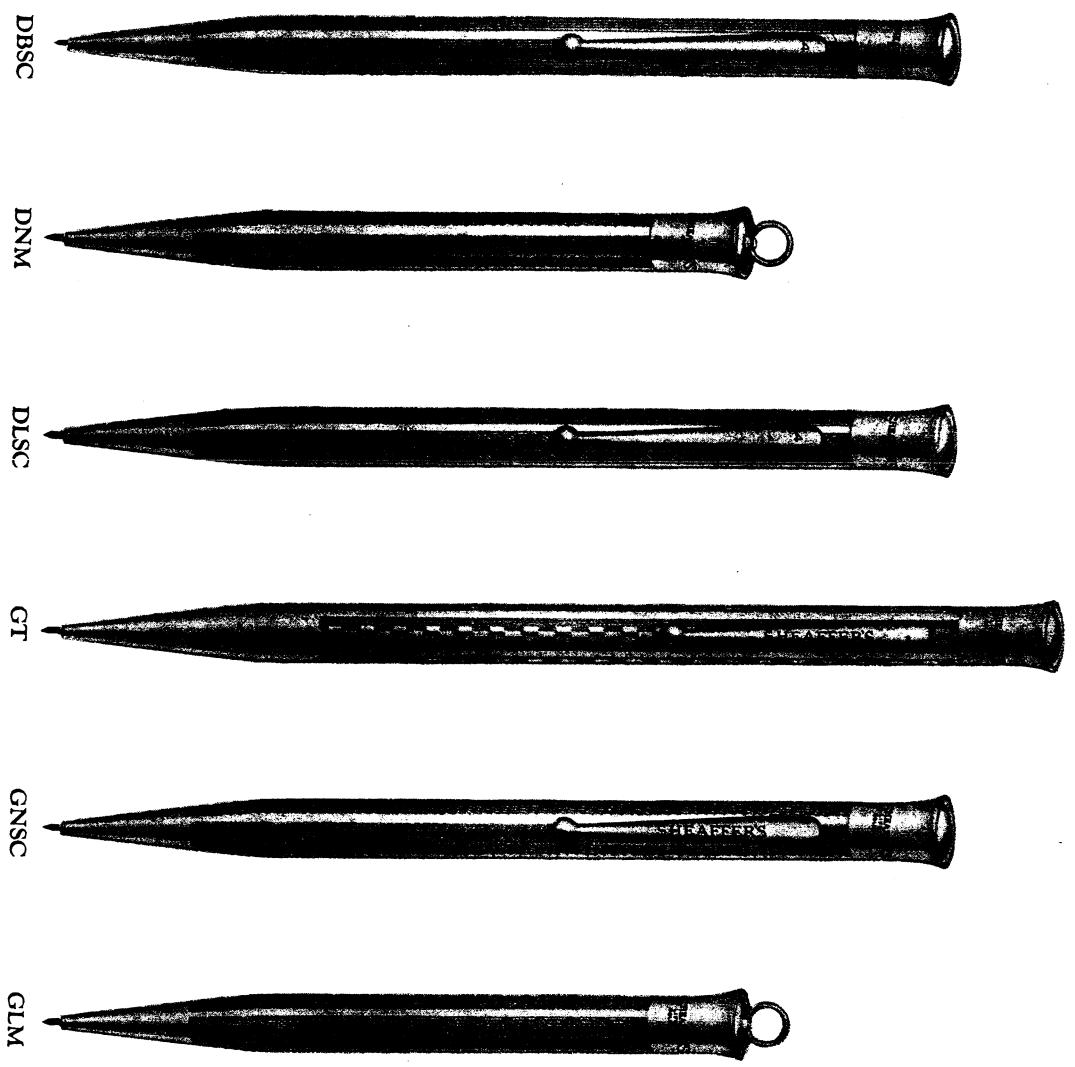


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- AB (Gabax)**—Solid slim chated, long with clip. See illustration. List \$1.50
- ABC (Gaeok)**—Same as AB except short with clip. List \$1.50
- ABM (Gafra)**—Same as AB except midget with ring. List \$1.50
- SAA (Gagab)**—Solid slim, oversize barrel takes regular sized lead, long with clip, satin finish grip. See illustration. List \$1.00
- AAC (Gajoo)**—Same as SAA, except lead is .076. Checking lead. List \$1.00
- AA (Gayiz)**—Same as BASC, except solid slim, long with clip. List \$1.00
- AASR (Garni)**—Solid slim with satin finish grip, short with ring. List \$1.00
- AASC (Ganox)**—Same as BASC, except solid slim. List \$1.00
- AM (Gabi)**—Same as BASC, except solid slim, midget with ring. List \$1.00
- BA (Gark)**—Same as BASC, except long with clip. List \$2.00
- BASC (Gakex)**—Sterling silver plain, short with clip. See illustration. List \$2.00
- BAM (Gavab)**—Same as BASC, except midget with ring. List \$2.50
- BASC (Llong)**—Same as BASC except hand engraved. List \$6.00
- BPM (Light)**—Same as BASC except midget hand engraved. List \$5.50
- CA (Gavik)**—Same as BASC, except yellow gold filled, long with clip. List \$3.50
- CASC (Gamva)**—Same as BASC, except yellow gold filled, long with clip. List \$3.50
- CAM (Gavon)**—Same as BASC, except yellow gold filled, midget with ring. See illustration. List \$3.50
- CB (Gikre)**—Same as CBM, except long with clip. List \$4.00
- CBSC (Girak)**—Same as CBM, except short with clip. List \$4.00
- CBM (Gibco)**—Yellow gold filled, ribbon chasing, midget with ring. List \$3.50
- GB (Gimbo)**—Same as CBM, except green gold filled, long with clip. List \$3.50
- GBSC (Gioro)**—Same as CBM, except green gold filled, short with clip. List \$3.50
- GRM (Giamo)**—Same as CBM, except green gold filled. List \$4.00
- BB (Gikap)**—Same as CBM, except sterling silver, long with clip. List \$3.50
- BBSC (Giora)**—Same as CBM, except sterling silver, short with clip. List \$3.50
- BBM (Bibba)**—Same as CBM, except sterling silver. List \$3.50

SHEAFFER'S

PROPEL-REPELL-EXPELL
PEN C I L S



DBSC (Jabas)—Solid green gold, ribbon chasing, short with clip. See illustration.

DBM (Jafigs)—Same as DBSC, except midget with ring.....List \$17.00

DNM (Jagek)—Solid green gold, brocaded chasing, midget with ring. See illustration. List \$13.00

DNSC (Jaiya)—Same as DNM, except short with clip.....List \$19.00

DLSC (Jakag)—Solid green gold, hand turned chasing, short with clip. See illustration.

DLM (Jambo)—Same as DLSC, except midget with ring.....List \$13.00

GT (Jarny)—Green gold filled, chain design chasing, long with clip. See illustration. List \$4.50

GTSC (Jatyk)—Same as GT except short with clip.....List \$4.50

GTM (Jawaz)—Same as GT, except midget with ring.....List \$4.00

GNSC (Jaxgm)—Green gold filled, brocaded chasing, short with clip. See illustration.

GN (Jacyc)—Same as GNSC, except long with clip.....List \$4.50

GNM (Jibox)—Same as GNSC, except midget with ring.....List \$4.00

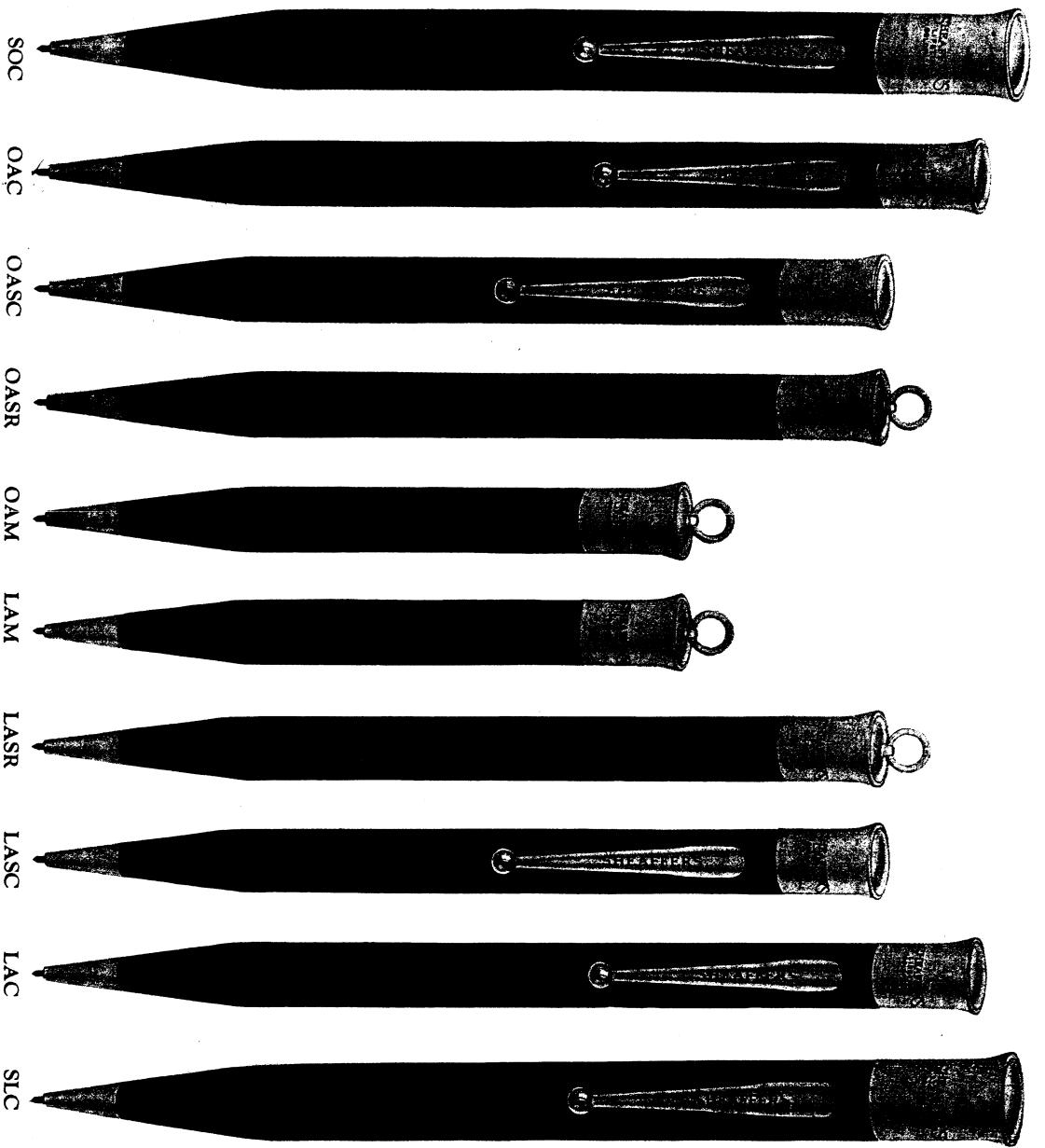
GLM (Jigap)—Green gold filled, hand turned chasing, midget with ring. See illustration.

GL (Jikya)—Same as GLM, except long with clip.....List \$6.00

GLSC (Jimob)—Same as GLM, except short with clip.....List \$6.00

SHEAFFER'S

PROPEL-REPELL-EXPELL
PENCILS



SOC (Kabag)—Coral red unbreakable Radite, oversize with
clip. Tip, cap and clip gold filled. See illustration. List \$3.75

SOCO (Kagbo)—Same as SOC except .076 checking lead
..... List \$3.75

OAC (Kabis)—Coral red unbreakable Radite, long with clip
Tip, cap and clip gold filled. See illustration. List \$3.25

OASC (Kamoc)—Coral red unbreakable Radite, short with
clip. Tip, cap and clip gold filled. See illustration List \$3.25

OASR (Karis)—Coral red unbreakable Radite, short with
ring. Tip, cap and ring gold filled. See illustration List \$3.25

OAM (Kavik)—Coral red unbreakable Radite, midsize with
ring. Tip, cap and ring gold filled. See illustration List \$3.00

LAM (Kawgo)—Jet black unbreakable Radite, midsize with
ring. Cap, tip and ring gold filled. See illustration List \$3.00

LLM (Kawax)—Same as LAM except tip, cap and ring are 14
karat solid gold List \$9.75

LASR (Kibbo)—Jet black unbreakable Radite, short with
ring. Cap, tip and clip gold filled. See illustration. List \$3.25

LLSR (Kigbo)—Same as LASR except tip, cap and ring
are 14 karat solid gold List \$10.00

LASC (Kikam)—Jet black unbreakable Radite, short with
clip. Cap, tip and clip gold filled. See illustration. List \$3.25

LLSC (Kimax)—Same as LASC except tip, cap and clip are
14 karat solid gold List \$10.00

LAC (Kinob)—Jet black unbreakable Radite, long with clip
Cap, tip and clip gold filled. See illustration. List \$3.25

LLC (Kipad)—Same as LAC except tip, cap and clip are 14
karat solid gold List \$10.00

SLC (Kirka)—Jet black unbreakable Radite, oversize with
clip. Cap, tip and clip gold filled. See illustration. List \$3.75

SLLC (Kitac)—Same as SLC except tip, cap and clip are 14
karat solid gold List \$12.00

SLCO (Kixmo)—Same as SLC except .076 checking lead
..... List \$3.75

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SHEAFFER'S

PROPEL-REPELL-EXPELL
PEN CILS



SJC (Mabac)—Jade green unbreakable Radite, oversize, with

clip. Tip, clip and cap gold filled. See illustration. List \$4.25

SJC (Mazor)—Same as SJC except tip, clip and cap are 14

karat solid gold. List \$12.00

SICO (Majik)—Same as SJC except .076 checking lead

..... List \$4.25

JAC (Makox)—Jade green unbreakable Radite, long, with

clip. Tip, clip and cap gold filled. See illustration. List \$4.25

JJC (Mamafo)—Same as JAC except tip, clip and cap are 14

karat solid gold. List \$10.00

JASC (Mango)—Jade green unbreakable Radite, short, with

clip. Tip, clip and cap gold filled. See illustration. List \$3.75

JJSC (Maquig)—Same as JASC except clip, tip and cap are

14 karat solid gold. List \$10.00

JASR (Matab)—Jade green unbreakable Radite, short, with

clip. Tip, cap and ring are gold filled. See illustration.

..... List \$3.75

JJSR (Mawoi)—Same as JASR except ring, tip and cap are 14

karat solid gold. List \$10.00

JAM (Moxic)—Jade green unbreakable Radite, midsize, with

ring. Tip, cap and ring gold filled. See illustration. List \$3.50

JJM (Mayif)—Same as JAM except tip, cap and ring are 14

karat solid gold. List \$9.75

RAM (Mikad)—Cherry red, unbreakable Radite. Midsize

with ring. Tip, cap and ring gold filled. See illustration

..... List \$3.00

RASR (Mjok)—Cherry red, unbreakable Radite. Short with

ring. Tip, cap and ring gold filled. See illustration. List \$3.25

RASC (Mirrex)—Cherry red unbreakable Radite, short with

clip. Tip, clip and cap gold filled. See illustration. List \$3.25

SRC (Minag)—Cherry red, unbreakable Radite, oversize, with

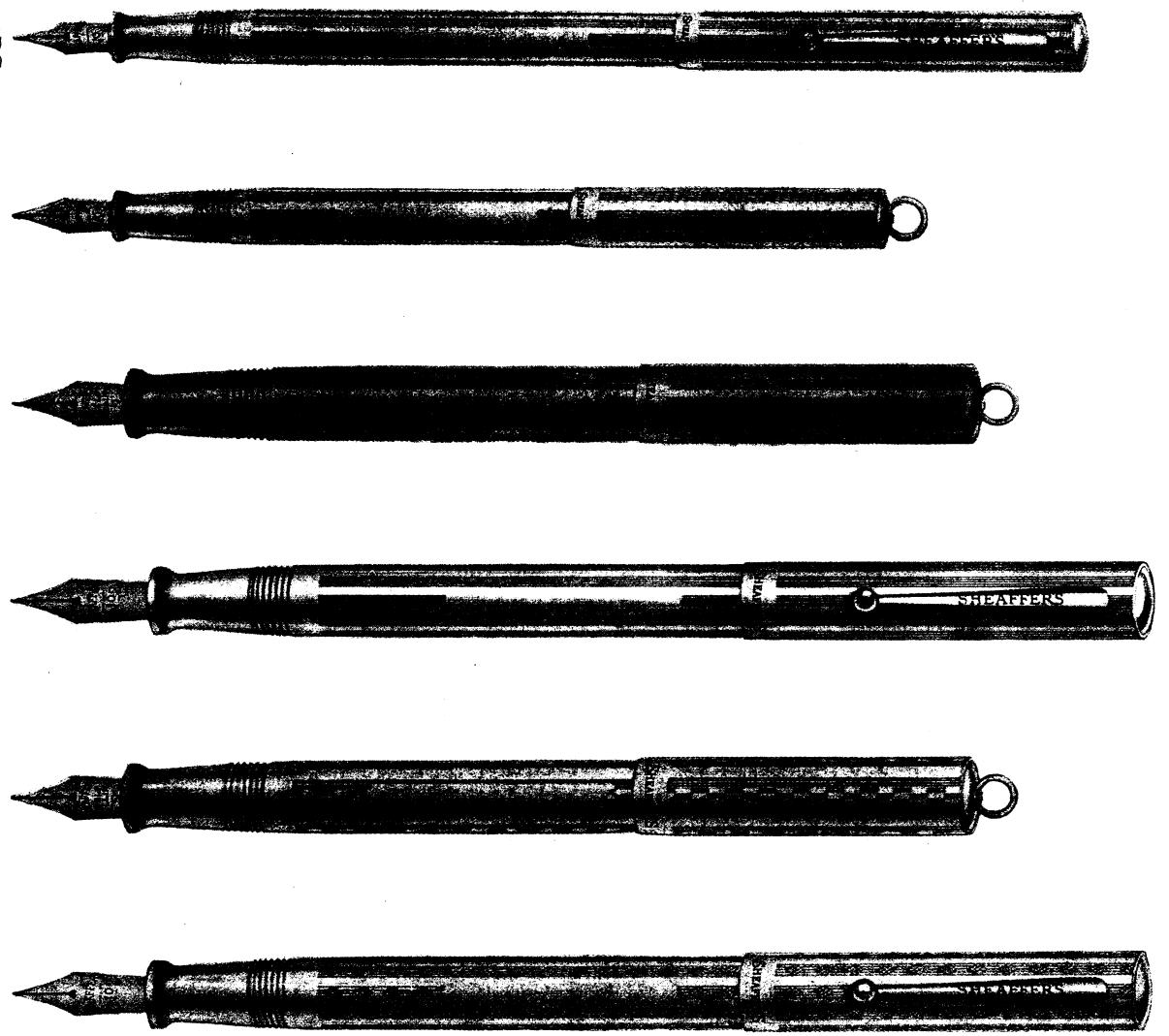
clip. Tip, clip and cap gold filled. See illustration. List \$3.75

SRG (Mirac)—Same as SRC except .076 checking lead

..... List \$3.75

SHEAFFER'S FOUNTAIN-PENS

ALL-METAL



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No. 18BC (Larry)—Green gold filled, thin model long holder with clip; ribbon line chasing. See illustration. List \$8.00

No. 18NM (Lloyd)—Green gold filled, thin model midget holder with ring; brocaded chasing. See illustration. List \$5.50

No. 27BM (Futura)—Sterling midget holder with ring; ribbon chasing. Same design as illustrated No. 23NM. List \$5.00

No. 27BC (Futura)—Sterling, long holder with clip; ribbon chasing. See illustration. List \$6.00

No. 27PM (Fukam)—Sterling midget holder with ring; engraved chasing. Same design as illustrated No. 27BC. List \$7.50

No. 27PC (Fugo)—Sterling, long holder with clip; hand engraved chasing. Same design as illustrated No. 27BC. List \$9.00

No. 28BM (Ranac)—Yellow gold filled, midget holder with ring; ribbon chasing. See illustration. List \$5.50

No. 28BC (Fliko)—Yellow gold filled, long holder with clip; ribbon chasing. Same design as illustrated No. 27BC. List \$6.50

No. 28BM (Favas)—Green gold filled, midget holder with ring; ribbon chasing. Same design as illustrated No. 27BM. List \$6.00

No. 28BC (Fimac)—Green gold filled, long holder with clip; ribbon chasing. Same design as illustrated No. 27BC. List \$7.00

No. 78BC (Fivka)—Green gold filled, long holder with clip; ribbon chasing. Same design as illustrated No. 27BC. List \$7.50

No. 28LC (Fokat)—Green gold filled, midget holder with ring; hand turned chasing. See illustration. List \$10.00

No. 28LM (Fokat)—Green gold filled, midget holder with ring; hand turned chasing. See illustration. List \$8.00

No. 288BC (Fyaco)—Solid green gold, long holder with clip; hand turned chasing, same design as illustrated No. 28LC. List \$9.00

No. 288NC (Fyoti)—Solid green gold filled, long holder with clip; ribbon line chasing, same design as illustrated No. 27BC. List \$5.00

No. 288NC (Fyoti)—Solid green gold, long holder with clip; brocaded chasing, same design as illustrated No. 18NM. List \$8.00

No. 288LC (Fyoga)—Solid green gold, long holder with clip; hand turned chasing, same design as illustrated No. 28LC. List \$9.00

No. 788BC (Fyoma)—Solid green gold, long holder with clip; ribbon line chasing, same design as illustrated No. 28LC. List \$8.00

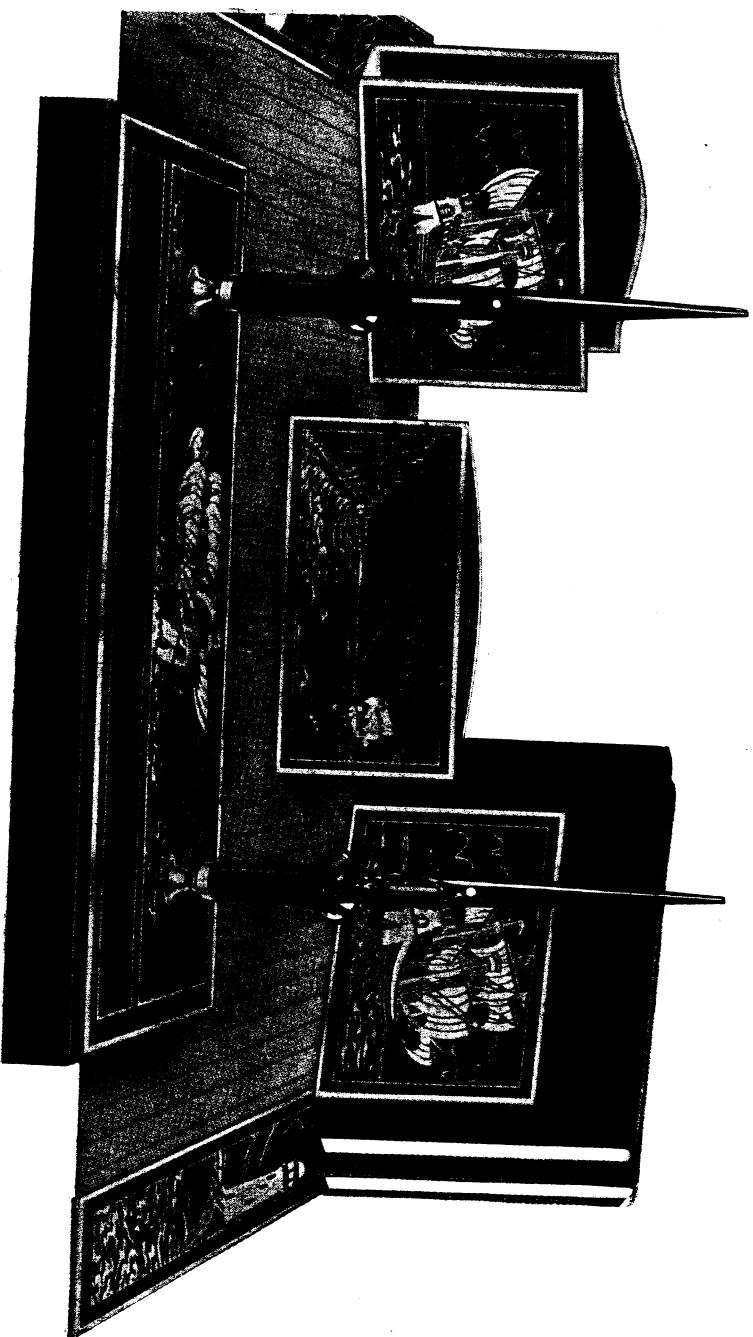
No. 188NM (Fyork)—Solid green gold, thin model midget holder with ring; brocaded chasing, same design as illustrated No. 18NM. List \$18.00

No. 188NM (Fyork)—Solid green gold, thin model midget holder with ring; brocaded chasing, same design as illustrated No. 18NM. List \$19.00

No. 188LM (Fyoki)—Solid green gold, thin model midget holder, with ring, hand turned chasing, same design as illustrated No. 28LC. List \$19.00

SHEAFFER'S COMPLETE DESK SET

UNDoubtedly the most beautiful equipment of its kind in all the world. Superb American walnut inlaid with brush-brass of exquisite design makes the six lovely pieces fit companions for the remarkable Lifetime fountain-pens which cap the set. It gives to Sheaffer pens their right environment. And it has the adjustable Universal socket.



No. 300X (**Nabco**)—Complete, with single desk set and one Lifetime desk fountain-pen, letter holder, hand blotter, one pair book ends, one large blotter pad, and letter opener List \$75.00

No. 301X (**Nazak**)—Complete, with double desk set and two Lifetime desk fountain-pens, letter holder, hand blotter, one pair book ends, one large blotter pad, letter opener List \$100.00
Parts can be purchased separately, and each part is carefully packed in a Sheaffer's green-trim embossed box.

No. 300 (**Najim**)—Single Desk Set Spanish Galloon Design, with one Lifetime desk fountain-pen.....List \$25.00

No. 301 (**Nakag**)—Double Desk Set, Spanish Galloon Design, with two Lifetime desk fountain-pens.....List \$50.00

No. 300A (**Nambo**)—Letter holder to match balance of set, Spanish Galloon Design.....List \$11.00

No. 300B (**Nancy**)—Hand blotter to match balance of set, Spanish Galloon Design.....List \$12.00

No. 300D (**Naxam**)—Large blotter pad to hold 19x24 standard size blotter, Spanish Galloon Design.....List \$12.00

No. 300E (**Nayci**)—Brass letter opener, Spanish Galloon Design.....List \$6.00

SHEAFFER'S DESK FOUNTAIN-PENS



B74 (Oagbo)—Jet black unbreakable Radite, standard size holder with Lifetime nib. See illustration.....List \$8.00

5-30D (Grace)—Same as B74 except the pen is not a Lifetime desk fountain-pen. The nib is a number 5-30 and the holder is not marked with the white dot.....List \$5.50

J74 (Oakox)—Jade green unbreakable Radite, standard size holder with Lifetime nib. See illustration.....List \$8.00

J5-30D (Henry)—Same as J74 except the pen is not a Lifetime desk fountain-pen. The nib is a number 5-30 and the holder is not marked with the white dot.....List \$5.50

B74M (Camix)—Jet black unbreakable Radite, standard size holder mounted with three narrow, gold filled bands and Lifetime nib. See illustration.....List \$8.50

Furnished in extra fine, fine, medium, coarse, stub, bookkeeper, oblique and T. U. Points.

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SHEAFFER'S DESK FOUNTAIN-PENS



T74 (Oatya)—Jet black unbreakable Radite.
Thin model holder with Lifetime nib. See
illustration.....List \$8.00

T5-30D (Agnes)—Same as T74 except pen is
not a Lifetime desk fountain-pen. The nib
is a number 5-30 and the holder is not marked
with the white dot.List \$5.50

TJ74 (Oavje)—Jade green unbreakable Radite.
Thin model holder with Lifetime nib. See
illustration.....List \$8.00

TJ5-30D (Allan)—Same as TJ74 except pen is
not a Lifetime desk fountain-pen. The nib
is a number 5-30 and the holder is not marked
with the white dot.List \$5.50

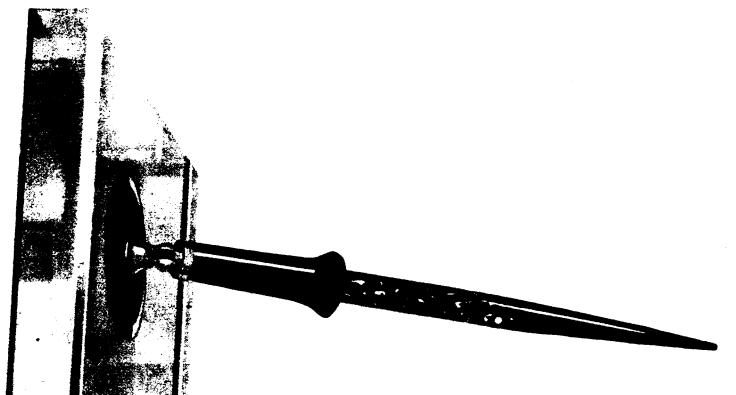
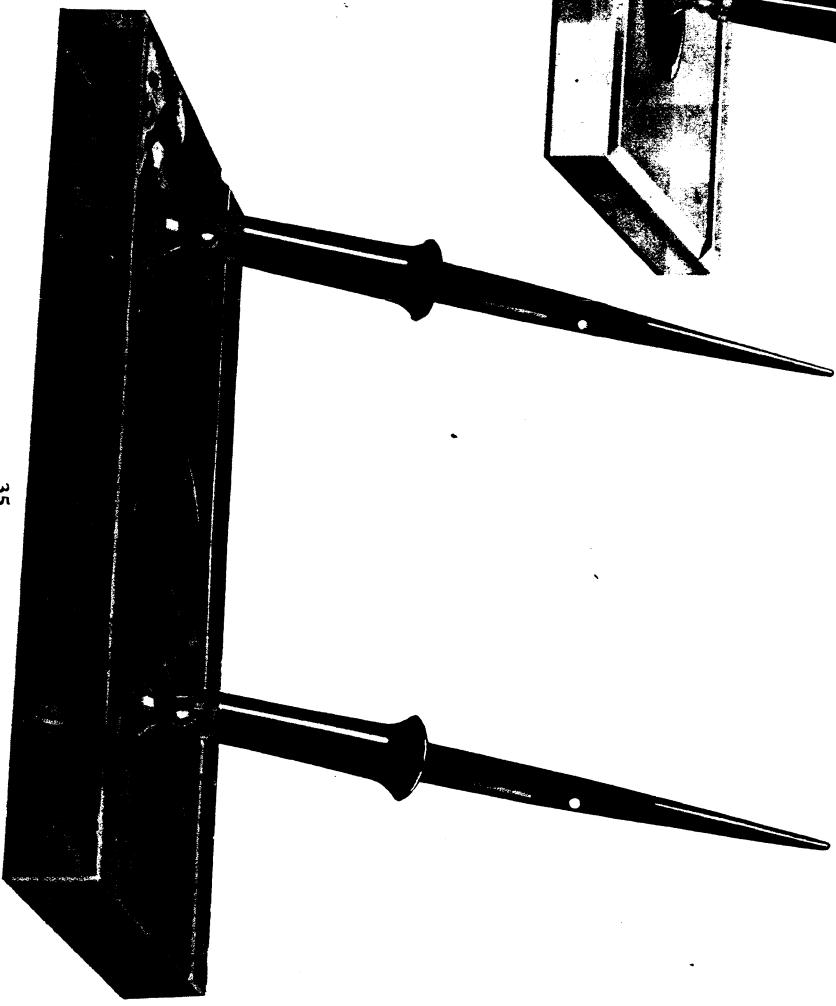
TB74M (Oaxka)—Jet black unbreakable Ra-
dite. Thin model holder with Lifetime nib,
and mounted with three gold filled bands.
See illustration.....List \$8.50

TB5-30M (Freda)—Same as TB74M except
pen is not a Lifetime desk fountain-pen. The
nib is a number 5-30 and the holder is not
marked with the white dot.....List \$6.00

Furnished in extra fine, fine, medium, coarse,
stub, book-keeper, oblique and T. U. points.

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SHEAFFER'S DESK FOUNTAIN-PEN SETS



16

Trophy Desk Fountain-Pen Sets

No. 13-S (Satir)—Single desk fountain-pen set, same as No. 16 except base is jet black Carrara glass and equipped with sterling silver oval plate $2\frac{1}{4} \times 3$ inches for engraving names and history of event. A practical, useful trophy. The universal fixture is silver plated to match. With Jade Lifetime desk fountain-pen. List \$25.00

No. 15-S (Satok)—Double desk fountain-pen set, same as No. 15 except base is jet black Carrara glass and equipped with sterling silver oval plate $2\frac{1}{4} \times 3$ inches for engraving names and history of event. The universal fixtures are silver plated to match. With two Lifetime desk fountain-pens . . . List \$40.00

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No. 16 (Rabbi)—Single, with base of imported crystal clear plate glass, $5\frac{1}{2} \times 7 \times 1$ inches. Recapable of jet unbreakable Radite. Furnished with one Jade Lifetime desk fountain pen. See illustration. List \$15.00

No. 13 (Ratag)—Same as No. 16 except base is of jet black Carrara glass. List \$15.00

No. F-13 (Rasak)—Same as No. 16 except base is of jet black Carrara glass decorated with 18 karat gold corner design permanently fired on. List \$16.00

No. 113 (Ragmo)—Same as No. 16 except base is of genuine Carrara glass and pen furnished is No. 15-30D, guaranteed for 30 years if not misused. List \$12.50

No. 18 (Rakki)—Same as No. 16 except base is of genuine Italian gold and black marble. List \$16.00

No. 118 (Ramxa)—Same as No. 16 except base is of genuine Italian gold and black marble. Pen is No. 15-30D, guaranteed for 30 years if not misused. List \$13.50

No. 35 (Ratex)—Double, with base of genuine Italian gold and black marble $10 \times 5\frac{1}{2} \times 1$ inches. Recapable of jet black unbreakable Radite and pens furnished are matched Sheaffer Lifetime desk fountain-pens. See illustration. List \$32.00

No. 135 (Rayon)—Same as No. 35 except pens furnished are No. 5-30D's, guaranteed for 30 years if not misused. List \$27.00

No. 15 (Raxki)—Same as No. 35 except base is of jet black Carrara glass. List \$30.00

No. 115 (Razam)—Same as No. 35 except base is of jet black Carrara glass and pens furnished are No. 5-30D's, guaranteed for 30 years if not misused. List \$25.00

SHEAFFER'S DESK FOUNTAIN-PEN SETS



No. 10 (Sabna)—Single, with jet black unbreakable Radite base and receptacle, the pen is a Jade Lifetime desk fountain-pen. Base measures $3\frac{3}{4}$ inches square by $\frac{1}{2}$ inch thick. See illustration..... List \$10.00

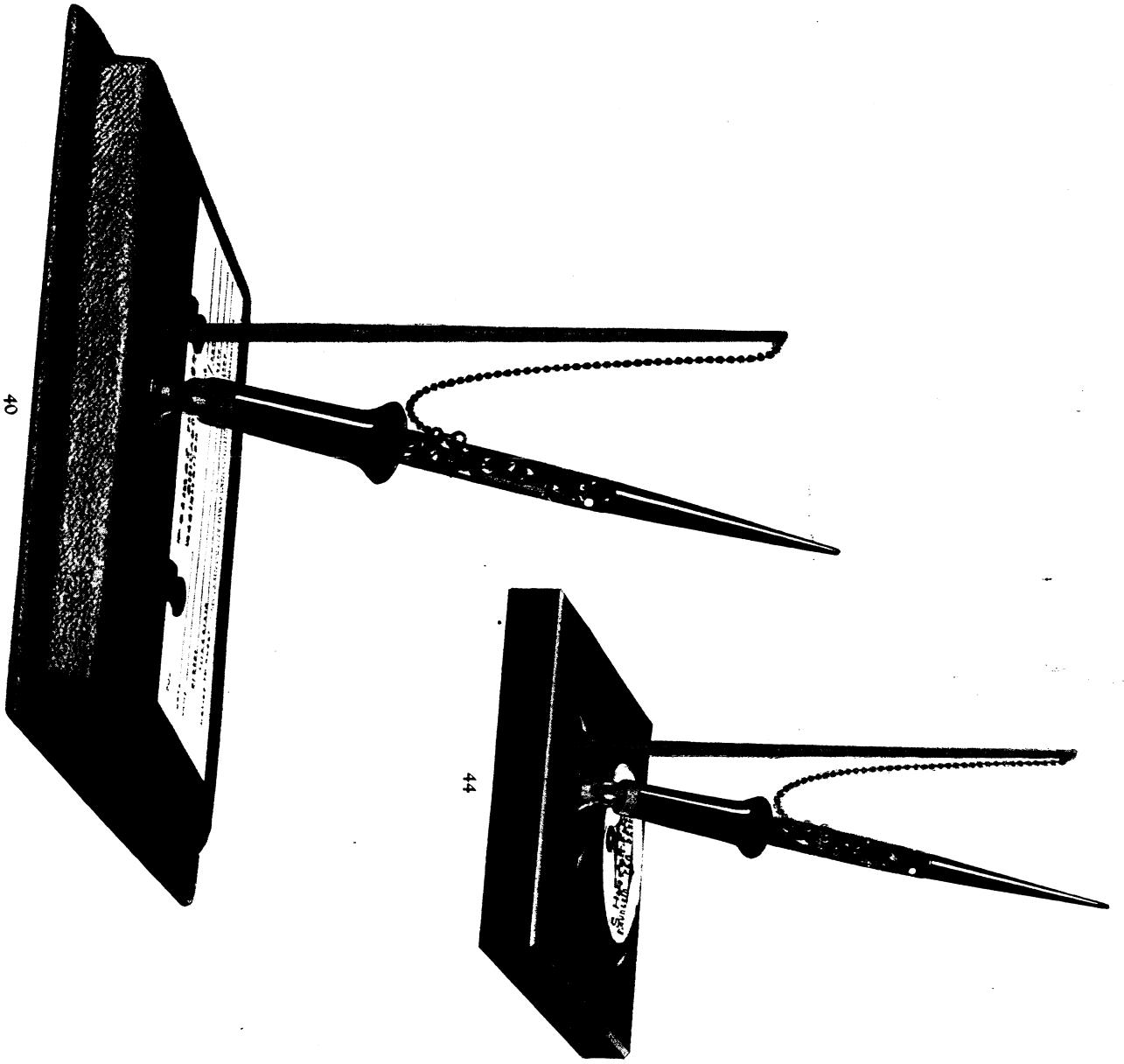
No. 110 (Sagko)—Same as No. 10 except pen furnished is No. J5-30D guaranteed for 30 years if not misused List \$7.50

No. 19 (Sakag)—Double, with jet black unbreakable Radite base and receptacles. Base measures $3\frac{3}{4} \times 5\frac{3}{4} \times \frac{1}{2}$ inches. The pens are matched Lifetime desk fountain-pens. See illustration..... List \$20.00

No. 119 (Samxb)—Same as No. 19 except pens furnished are No. 5-30D and guaranteed for 30 years if not misused List \$15.00

No. 211 (Satan)—Single Radite base, size $3\frac{1}{8} \times 2\frac{3}{8} \times \frac{1}{2}$ inches, equipped only with No. 3-25 short black desk pen and standard socket List \$4.00

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SHEAFFER'S DESK FOUNTAIN-PEN SETS FOR HOTELS

FOR the advertisingly-inclined merchant desirous of bringing his business to the attention of travelers and for the hotel dedicated to guest service, Sheaffer has designed special sets in five styles.

Four of these styles are for the merchant. A generous space is set aside for the merchant's ad. The ad is always in a most prominent position and the sets are designed to bear this ad and for use at the hotel register desk, where incoming travelers may read of the merchant's service. Particularly well adapted for cleaning establishments, laundries, messenger service, barbers, taxi companies, and other businesses closely allied with hotels.

Spring and chain attachments are supplied as standard equipment on all sets. If the spring and chain attachment is not wanted, or if a long (24 inch) chain is desired the order must so specify.

The No. 40 set is designed for the hotel using the card registering system. Spring steel clips hold the register card in place and the Lifetime desk fountain-pen rests in ready writing position in the unbreakable receptacle. Base covered with pin seal black leather.

No. 40 (Pagek)—Patented. For hotels using the card registering system. Base measures 39 $\frac{1}{4}$ inches and covered with black grade black pin seal leather. Receptacle of jet black unbreakable Radike Complete with one Jade Lifetime desk fountain-pen. See illustration List \$25.00

No. 44 (Pakka)—Single set, base of jet black Carrara glass either highly polished or satin finish, size 3 $\frac{3}{4}$ x 7 $\frac{3}{4}$ inches. Receptacle of jet black unbreakable Radike. Space for ad measures 3 $\frac{1}{2}$ inches in diameter. Hand colored glass ad furnished. Complete with one Jade Lifetime desk fountain-pen. See illustration List \$22.50

No. 45 (Panno)—Same as No. 44 except the glass disc furnished for ad is plain. List \$20.00

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SHEAFFER'S

DESK FOUNTAIN-PEN SETS FOR HOTELS

THE double hotel desk set with two matched Lifetime desk fountain-pens provides generous space in the center of the base, for the advertisement of the merchant contributing the desk set to the hotel.

Bases are of jet black Carrara glass. The receptacles and Lifetime pens are of unbreakable Radite, guaranteed for a lifetime.

This plan should enable any Sheaffer account to sell many local merchants one or more of either the single or double desk fountain-pen sets for advertising purposes.

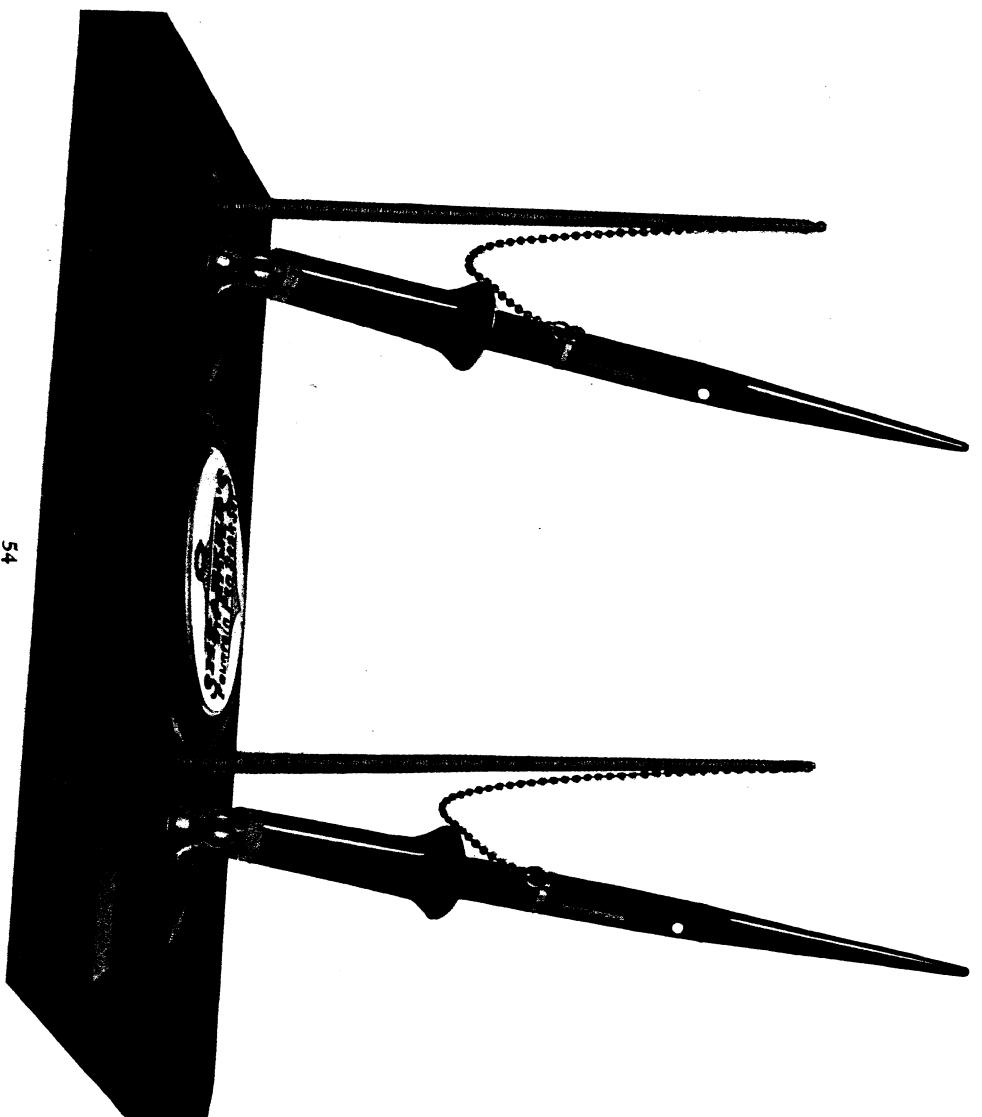
The hotel, bank, library or other semi-public place, would be happy indeed to receive one of these sets. And the publicity accorded the merchant's ad will repay him many times over for the initial cost of the set.

Space set aside for the glass ad is $3\frac{1}{2}$ inches in diameter. The design is hand decorated in many colors.

Spring and chain attachments are supplied as standard equipment on all sets. If the spring and chain attachment is not wanted, or if a long (24 inch) chain is desired the order must so specify.

No. 54 (Qakob)—Double set with individual hand colored glass ad and two matched Lifetime desk fountain-pens. Base 10 x $5\frac{1}{2}$ x 1.
See illustration.....List \$37.50

No. 55 (Quick)—Same as No. 54 except that glass disc for ad is not decorated, furnished plain.....List \$35.00



SHEAFFER'S DESK FOUNTAIN-PEN SETS (HAND DECORATED)

UNUSUAL period designs in colorful enamels
are permanently fired on the aristocratic jet
black Carrara glass bases.

The bases measure $4\frac{1}{4} \times 3\frac{3}{4} \times \frac{5}{8}$ inches. The
receptacles are of jet black unbreakable Radite.

Sheaffer's hand decorated desk fountain-pen sets
were designed originally to appeal to feminine
tastes and dealers have discovered an enthusi-
astic reception for them from the massive home
market.

No. A12 (**Tarab**)—Florentine pattern of permanent enamel,
hand painted on jet black base of Carrara glass. Complete with
Jade Lifetime desk fountain-pen. See illustration. List \$15.00

No. A112 (**Tajog**)—Same as No. A12 except pen furnished is
No. J5-30D guaranteed for 30 years if not misused. List \$12.50

No. D12 (**Tawix**)—Rex design, glass base is completely cov-
ered with 18 karat gold fired on, complete with Jade Lifetime
desk fountain-pen. See illustration. List \$16.00

No. D112 (**Taxok**)—Same as No. D12 except pen furnished
is No. J5-30D guaranteed for 30 years if not misused. List \$13.50

No. X12 (**Takim**)—Patrician pattern of permanent enamel,
hand painted on jet black base of Carrara glass. Complete with
Jade Lifetime desk fountain-pen. See illustration. List \$15.00

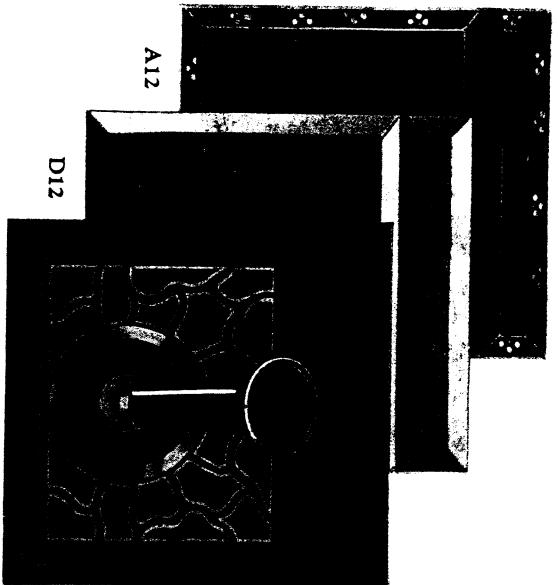
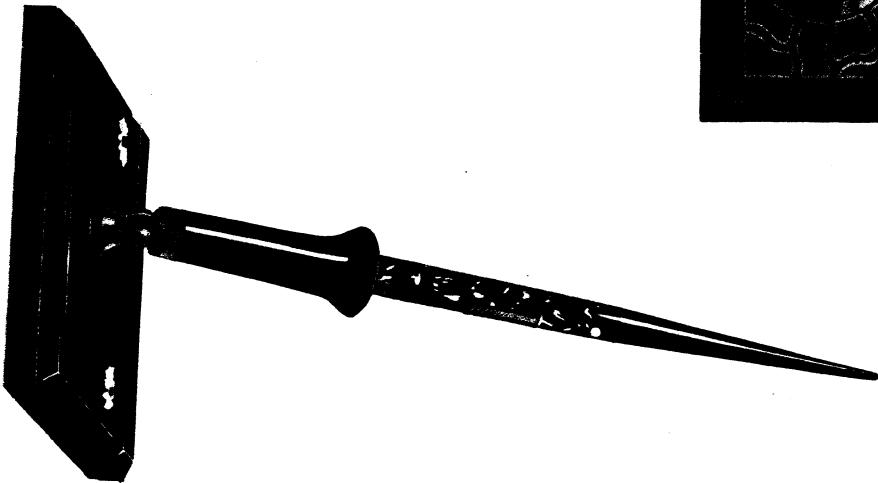
No. X112 (**Tamax**)—Same as No. X12 except pen furnished
is No. J5-30D guaranteed for 30 years if not misused. List \$12.50

No. C12 (**Tarso**)—Elizabethan pattern of permanent enamel,
hand painted on jet black base of Carrara glass. Complete with
Jade Lifetime desk fountain-pen. See illustration. List \$15.00

No. C112 (**Tavod**)—Same as No. C12 except pen furnished
is No. J5-30D guaranteed for 30 years if not misused. List \$12.50

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C12



A12

D12

X12

A12

D12

SHEAFFER'S DESK FOUNTAIN-PEN VANITY SETS

ONLY the actual pieces can fully convey the richness of Sheaffer's cloisonne enamel vanity desk fountain-pen sets.

The line is composed of four beautiful numbers, each differing only in finish and price. The base is $3\frac{1}{2} \times 3\frac{3}{4} \times \frac{3}{4}$ inches, carefully padded on under side with heavy green felt. The receptacle is unbreakable jet black Radite, and the base is covered almost entirely with sterling or gold filled material.

Dealers everywhere have found new profit in these Vanity sets. Feminine enthusiasm becomes high-pitched at the sight of this line and a mere display will prove to you the profit possibilities of these high-class numbers.

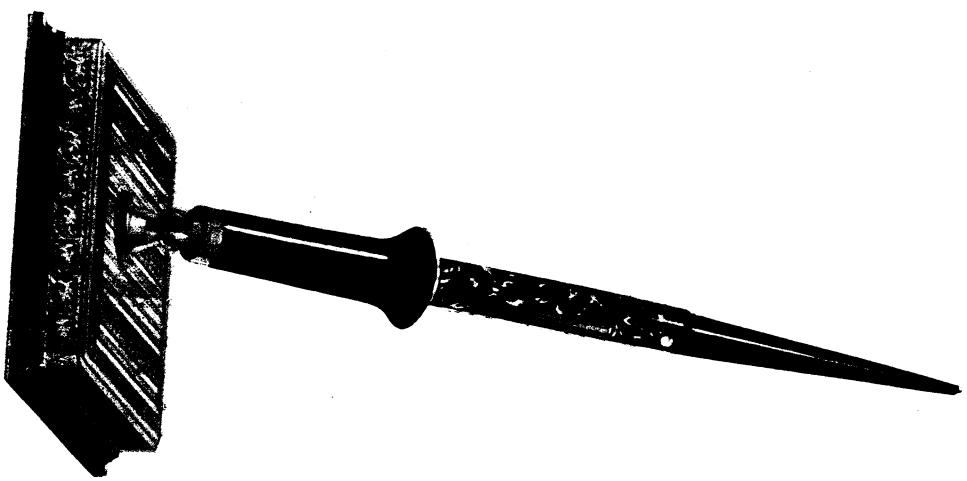
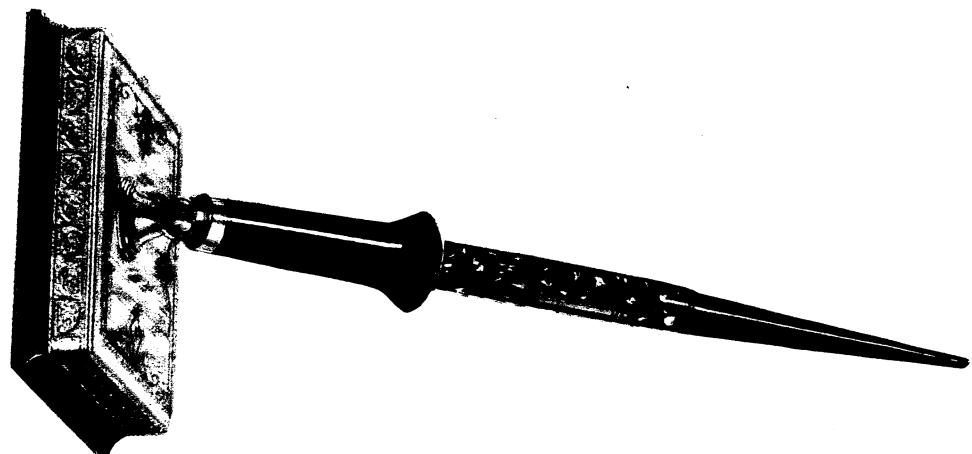
No. 50 (Union)—Yellow gold-filled beauty, fully chased, a rich blind-embossed border around edge sets off the top and deep tooled decorative depressions grace each side of base. Size $3\frac{1}{2} \times 3\frac{3}{4} \times \frac{3}{4}$. Furnished with one Jade Lifetime desk fountain-pen. See illustration. List \$18.00

No. 51 (Uwage)—Same as No. 50 except base is white gold filled trimmed with green gold. Complete with one Jade Lifetime desk fountain-pen. List \$18.00

No. 60 (Uygbog)—Sterling silver, cloisonne enamel base. Delicate green tinted border $\frac{1}{8}$ inch in width around edge finishes face of base. Size $3\frac{1}{2} \times 3\frac{3}{4} \times \frac{3}{4}$. Complete with one Jade Lifetime desk fountain-pen. See illustration. List \$25.00

No. 61 (Uybog)—Same as No. 60 except the $\frac{1}{8}$ inch border around edge of face is of jet black cloisonne enamel. Complete with one Jade Lifetime desk fountain-pen. List \$25.00

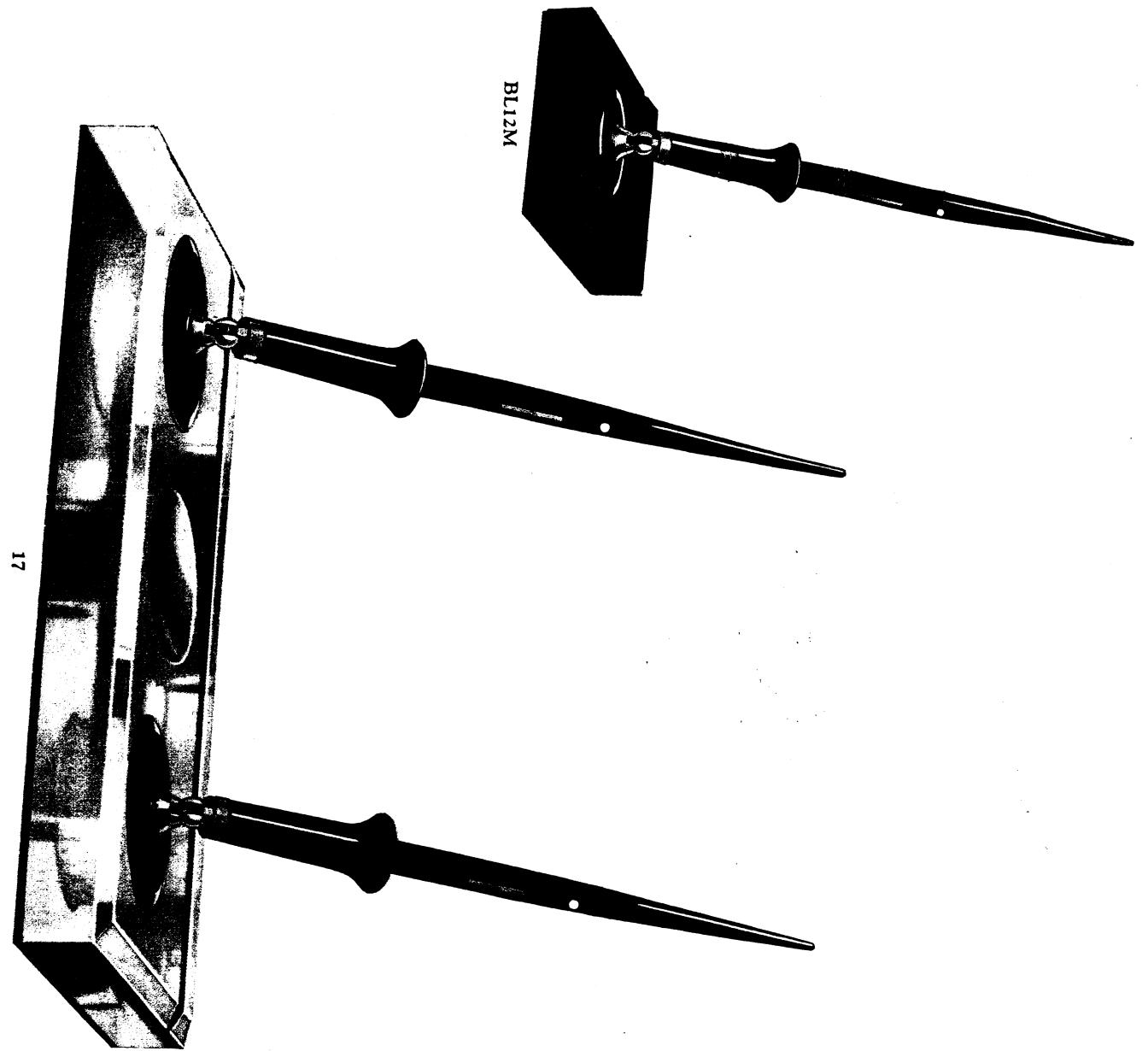
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SHEAFFER'S DESK FOUNTAIN-PEN SETS



No. BL12M (*Viaka*)—Single, base $3\frac{1}{2} \times 5\frac{1}{2}$ x $\frac{3}{4}$ inches, jet black glass mirror finish, jet black Radic receptacle mounted with three plain gold filled bands. Jet black Lifetime desk fountain-pen mounted with three gold filled bands. See illustration.....List \$12.00

No. TBL12M (*Vigor*)—Same as No. BL12M except pen is thin model.....List \$12.00

No. L12 (*Vikoa*)—Same as No. BL12M except pen is Jade Lifetime and neither pen nor receptacle is mounted.....List \$11.00

No. L112 (*Vimac*)—Same as No. BL12M except pen furnished is No. Jade-5-30D and neither pen nor receptacle is mounted.....List \$8.50

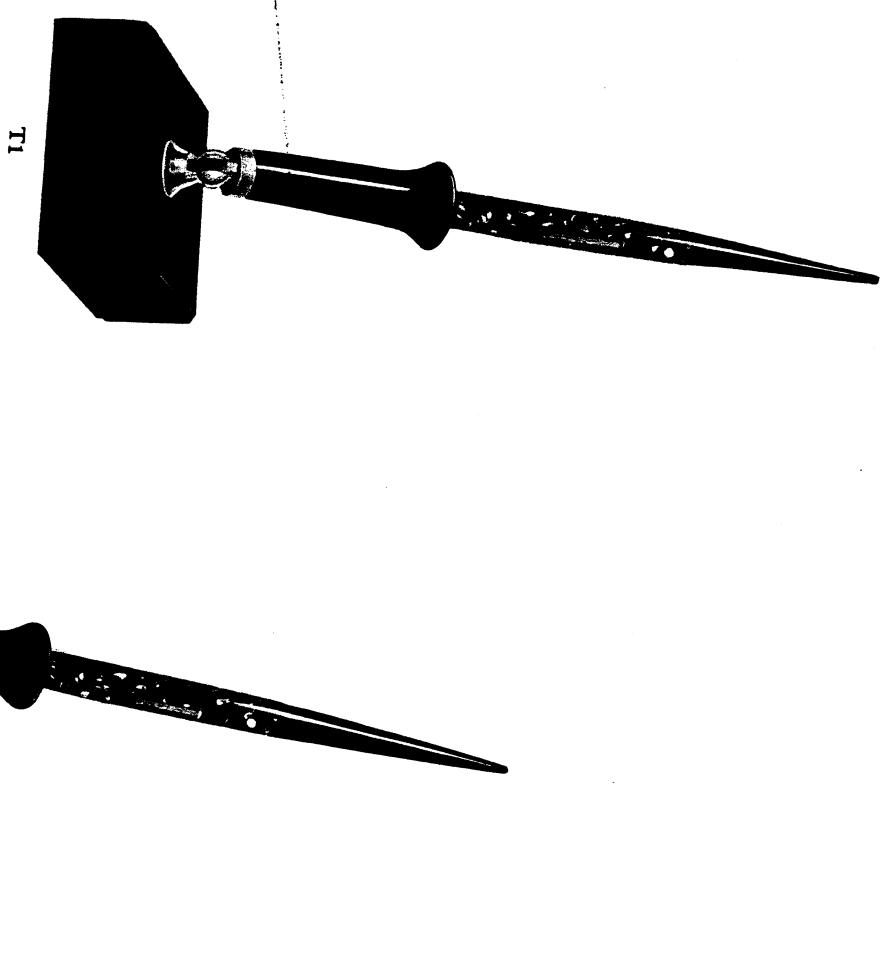
No. 6 (*Vinjek*)—Same as BL12M except base is crystal clear plate glass, pen furnished is Jade Lifetime desk fountain-pen, and neither pen nor receptacle is mounted.....List \$11.00

No. 106 (*Vitab*)—Same as No. BL12M except base is crystal clear plate glass, and pen is No. Jade 5-30D guaranteed for 30 years if not misused. Neither pen nor receptacle is mounted.....List \$8.50

No. 17 (*Vivog*)—Double, base $10 \times 5\frac{1}{2} \times 1$ inches of crystal plate glass. Pens furnished are Lifetime desk fountain-pens. See illustration.....List \$30.00

No. 117 (*Rikab*)—Same as No. 17 except pens furnished are No. 5-30D's, guaranteed 30 years if not misused.....List \$25.00

SHEAFFER'S DESK FOUNTAIN-PEN SETS



No. T1 (Wamxi)—Single with jet black base of Carrara glass, $2\frac{1}{4} \times 3\frac{1}{4} \times \frac{1}{4}$ inches, plain mirror finish, furnished with one thin model Jade Lifetime desk fountain-pen. See illustration. List \$10.00

No. TB1M (Wareo)—Same as No. T1, except pen is black thin model and mounted with three plain gold filled bands around Lifetime desk fountain-pen and Jet Radite receptacle. List \$11.00

No. TI1 (Watab)—Same as No. T1, except pen furnished is thin model No. J5-300, guaranteed for 30 years if not misused. List \$7.50

No. TB101M (Wavag)—Same as No. T1, except pen is black thin model, No. 5-30D desk pen, Jet Radite receptacle and pen mounted with three plain gold-filled bands. List \$8.50

No. T21 (Wambi)—Same as No. T1 except base is genuine onyx. List \$10.00

No. TI21 (Wamco)—Same as No. T1 except the base is genuine onyx and the pen furnished is thin model No. J5-30D guaranteed 30 years if not misused. List \$7.50

No. TB21M (Wehco)—Same as No. T1 except base is genuine onyx and pen is black thin model mounted with three gold filled bands around Lifetime desk fountain-pen and Jet Radite receptacle. List \$11.00

No. TB21M (Wobam)—Same as No. T1 except the base is genuine onyx and the pen is black thin model mounted with three gold filled bands around the No. 5-30D desk fountain-pen and Jet Radite receptacle. Pen furnished is No. TBS-30N, guaranteed 30 years if not misused. List \$8.50

No. T2 (Waxaf)—Same as No. T1, except base is imported crystal clear plate glass. List \$10.00

No. TB2M (Waxog)—Same as No. TI, except base is imported crystal clear plate glass and pen is black thin model, mounted with three gold filled bands around pen and receptacle. Same as No. TI, except base is imported crystal clear plate glass and pen furnished is thin model No. J5-30D guaranteed for 30 years if not misused. List \$7.50

No. TB102 (Wixom)—Same as No. T1, except base is imported crystal clear plate glass and pen furnished is thin model No. J5-30D guaranteed for 30 years if not misused. List \$8.50

No. TB102M (Wojak)—Same as No. T1, except base is imported crystal clear plate glass and pen is black thin model No. 5-30D. Both pen and receptacle are mounted with three gold filled bands. List \$8.50

No. T3 (Woxat)—Same as No. T1, except base is genuine Italian gold and black marble. List \$11.00

No. TB3M (Workwy)—Same as No. T1, except base is genuine Italian gold and black marble and pen is black thin model, mounted with three plain gold filled bands on pen and receptacle. List \$11.00

No. TI103 (Wurta)—Same as No. T1, except base is of genuine Italian gold and black marble and pen furnished is thin model No. J5-30D guaranteed for 30 years if not misused. List \$7.50

No. TB103M (Wutam)—Same as No. T1, except base is of genuine Italian gold and black marble and pen is black thin model No. 5-30D guaranteed for 30 years if not misused. Pen and receptacle mounted with three gold filled bands. List \$10.00

No. 5 (Wabge)—Single with imported crystal plate glass oval base, approximately $4\frac{1}{4} \times 6\frac{1}{4} \times 1$ inches. Supplied with one Jade Lifetime Desk Fountain-pen. See illustration. List \$8.50

No. 105 (Waceok)—Same as No. 5, except pen supplied is No. J5-30D guaranteed for 30 years if not misused. List \$14.00

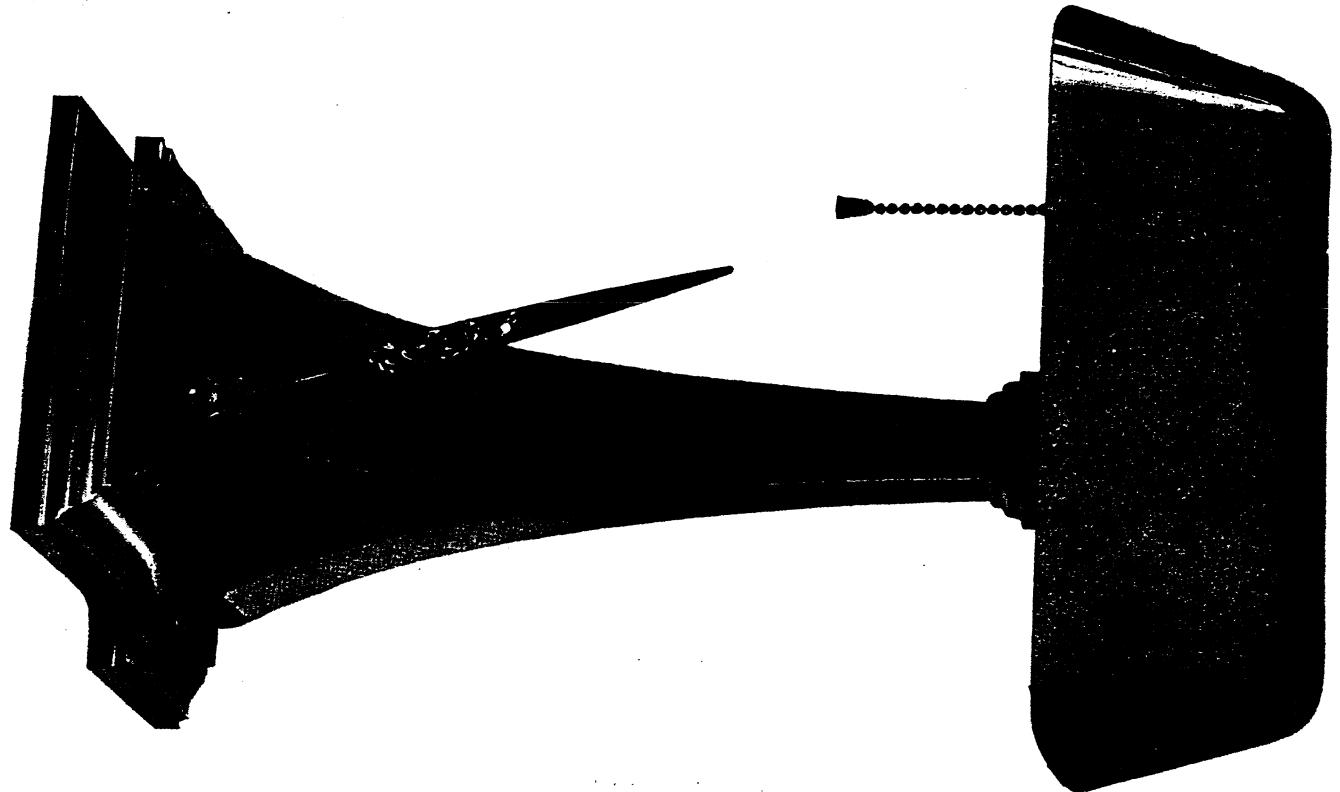
No. 4 (Wadie)—Same as No. 5, except base is of jet black Carrara glass and furnished with No. J5-30D pen guaranteed for 30 years if not misused. List \$16.50

No. 104 (Waffex)—Same as No. 5, except base is of jet black Carrara glass and furnished with No. J5-30D pen guaranteed for 30 years if not misused. List \$14.00

No. 7 (Wagon)—Same as No. 5, except base is of genuine Italian gold and black marble. List \$16.50

No. 107 (Wakkim)—Same as No. 5, except base is of genuine Italian gold and black marble and pen furnished is No. J5-30D guaranteed for 30 years if not misused. List \$14.00

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SHEAFFER'S DESK FOUNTAIN-PEN SET LAMP

MODERN business demands efficiency. Sheaffer's combination desk fountain-pen set and Amronlite lamp fits perfectly in every modern office.

Once tried, executives and aids will readily decide in favor of this up-to-date office help.

The dark green Amronlite shade is white glazed inside to efficiently throw the light where wanted. It is quickly adjusted to many angles and positions. The stand has a beautiful bronze finish, sold for holding the Sheaffer No. 10 or No. 19 Lifetime desk fountain-pen set, the underside of base is carefully padded with felt and measures $\frac{7}{8}$ inches square. Height over-all is 17 inches. The upright is of bronze finish and a chain is suspended from lamp socket for instant on-and-off use. Total weight, about 10 pounds. Although the desk fountain-pen set and lamp are separate units, they are not sold separately.

Lamp with Single Set (Xabax)—Complete
(except bulb) with Amronlite shade, unbreakable jet black No. 10 Radiate base and receptacle for receiving the Sheaffer Lifetime desk fountain-pen..... List \$25.00

Lamp with Double Set (Xagob)—Complete
(except bulb) with Amronlite shade, unbreakable jet black No. 19 Radiate base and receptacles for receiving two matched Lifetime desk fountain-pens..... List \$35.00

Regular discounts apply on the No. 10 and No. 19 sets for these lamps but the lamps are net—single \$9.50 and double \$11.00.

SHEAFFER'S DESK FOUNTAIN-PEN SET LAMP DELUXE

(XAKGC)

FOR the executive who takes pride in the appearance and efficiency of his office as well as himself, the Sheaffer Desk Fountain-pen Set Lamp DeLuxe will instantly appeal.

The black and gold Italian marble base measuring 12 x 6 x 13¹/₈ inches is skillfully designed to harmonize with the beautiful antique finished brass lamp. The shade is especially constructed to concentrate the light on the desk.

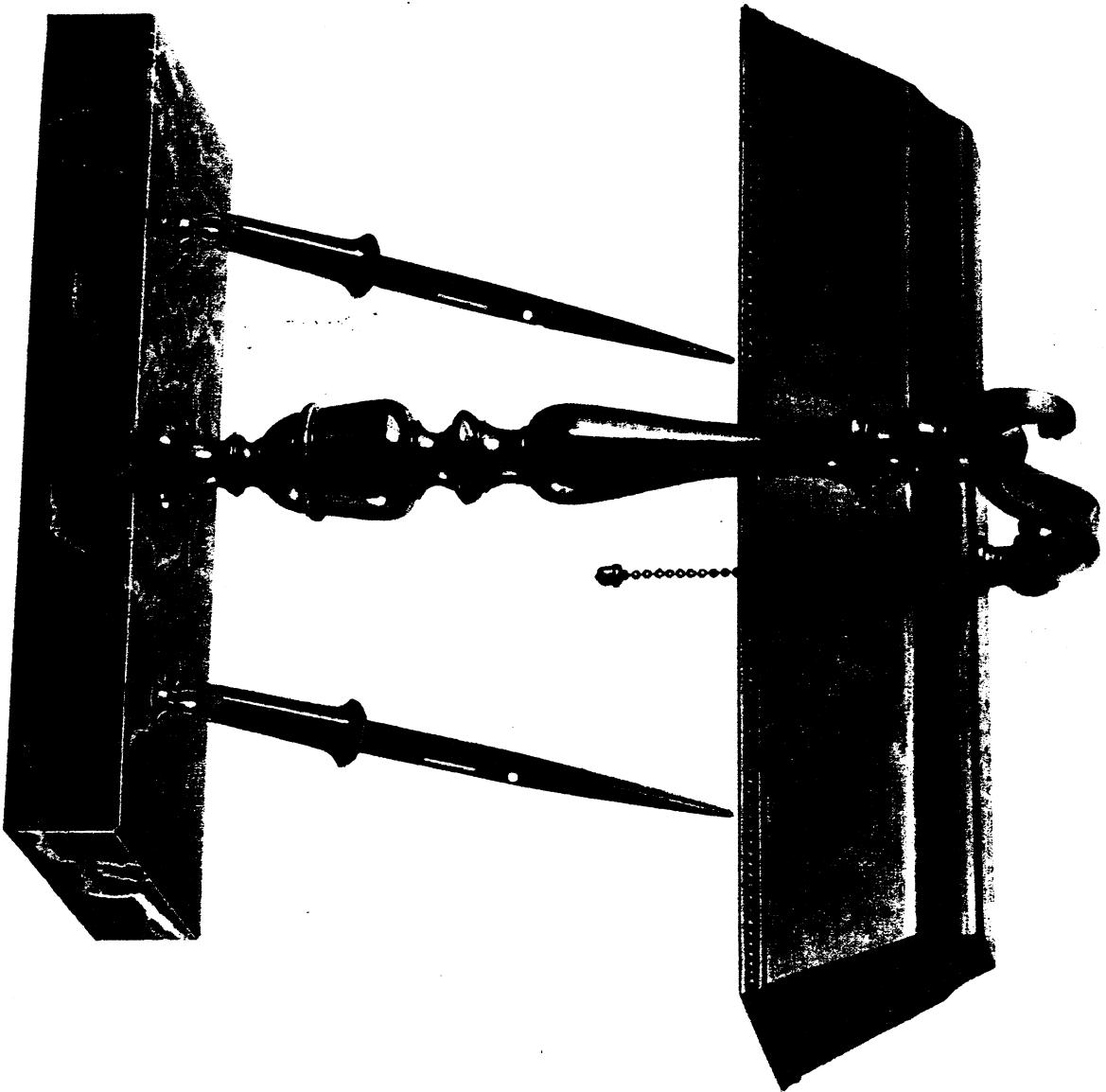
Never before, to our knowledge, has such an efficient writing aid been offered that also combines beauty to the greatest possible degree.

Sheaffer's Desk Fountain-pen Set Lamp DeLuxe will prove a highly valued asset in any office.

Complete (except bulbs) with genuine Italian black and gold marble base, holding two matched Sheaffer Lifetime Desk Fountain-Pens.

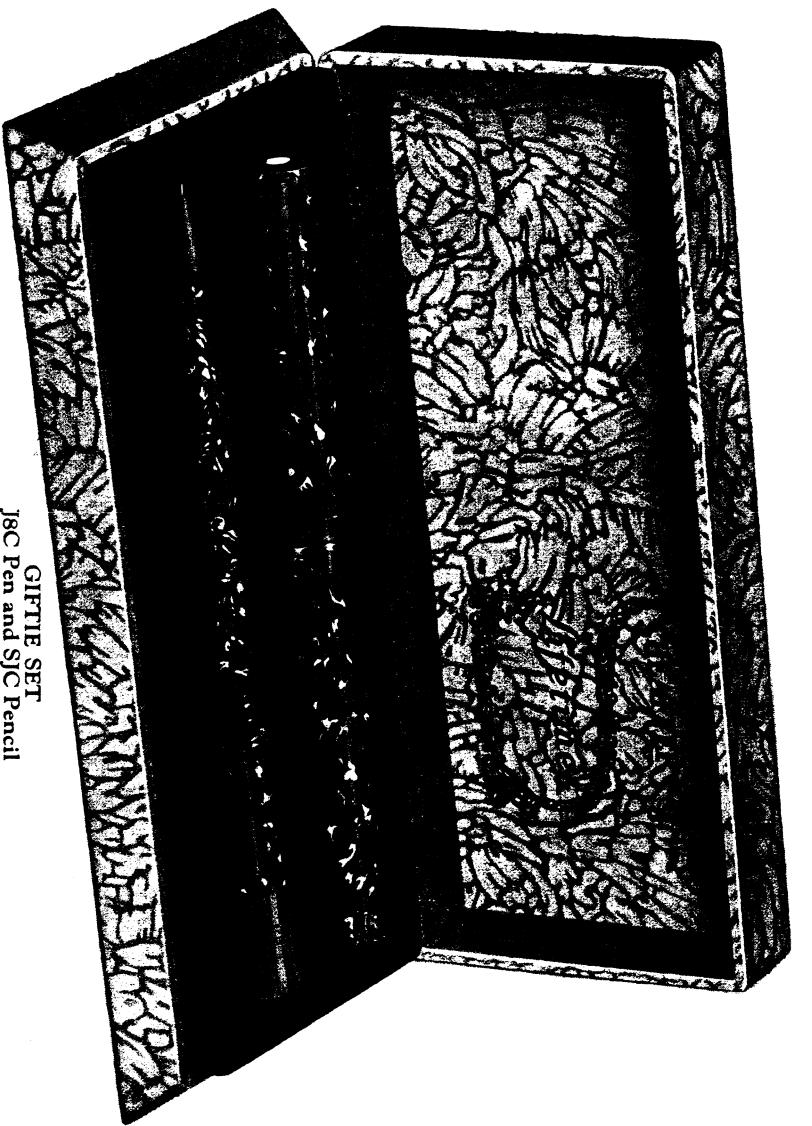
.....List \$75.00

The two Lifetime desk fountain-pens and sockets list at \$10.00 each less regular discount. The lamp is \$33.00 net.



SHEAFFER'S

GIFTIE SETS



RIGHTLY named, for one can think of no more logical gift item than a Sheaffer combination pen and pencil set. Always, the recipient is reminded of the giver.

And from the dealer's standpoint, no other article in the Sheaffer line adds more profit or good will to business than Sheaffer Giftie Sets. Quality throughout, any dealer will be proud and wise to display such universally accepted merchandise.

Lifetime Giftie Sets range in price from \$10.75 to \$27.00 but the quality remains the same throughout—only the finish is different. One set may be green gold filled trimmed; another 14 karat solid gold trimmed. The basic construction of every set is identical, and so also, is the quality.

Any Lifetime pen can be matched with a Radike pencil of a corresponding size and color to make a Lifetime Giftie Set. For example, refer to catalog pages 3 and 8, describing Lifetime Pens and Radike Pencils. You can choose the JSC Lifetime Pen and the SJC Lifetime combination. Then you may choose, on pages 3 and 8, the JSC and the LASC producing a combination of slightly thinner pen and LASC pencil make an attractive combination.

All Sheaffer Giftie Sets are attractively packed in beautiful green tint embossed paper covered boxes; the bottom part lined with velvet—jet black for the Green combinations and a delicate peacock tint for the jet black combinations.

Display of the actual sets in such settings has been creating business for Sheaffer dealers since Sheaffer first originated Giftie Sets.

All Metal Giftie Sets

Set No.	Pen No.	Pen No.	Set Price
KM3 (Yanka)	"Sterling Midge"	"Sterling Midge"	\$ 8.00
KM7 (Yapong)	BPM p. 5 27BM	BPM p. 5 27PM	13.00
K3 (Yarim)	"Sterling Long"	"Sterling Long"	9.50
K7 (Yasax)	BBSC p. 5 27BC	BBSC p. 5 27PC	15.00
J3 (Yabba)	"Yellow Gold Filled Midge"	"Yellow Gold Filled Midge"	9.00
J3 (Yinka)	CBSC p. 5 23BC	CBSC p. 5 23BC	10.50
THM9 (Yinal)	"Thin Green Gold Filled Midge"	"Thin Green Gold Filled Midge"	9.50
H3 (Yimac)	GNM p. 6 18NM	GNM p. 6 18NM	
H6 (Yiana)	"Thin Green Gold Filled Long"	"Thin Green Gold Filled Long"	
HM3 (Yipoo)	GBM p. 5 28BM	GBM p. 5 28BM	9.50
HM6 (Yira)	GTM p. 6 28TM	GTM p. 6 28TM	10.50
HMI1 (Yitax)	GLM p. 6 28LM	GLM p. 6 28LM	14.50
H3 (Yimac)	"Green Gold Filled Long"	"Green Gold Filled Long"	11.00
H6 (Yiana)	GTSC p. 6 28BC	GTSC p. 6 28BC	
HM1 (Yibok)	GTSC p. 6 28LC	GTSC p. 6 28LC	12.00
D1 (Yegr)	"Solid Green Gold"	"Solid Green Gold"	
TDM3 (Yedqm)	DBSC p. 6 288BC	DBSC p. 6 288BC	52.00
D9 (Yern)	DNSC p. 6 288NC	DNSC p. 6 288NC	30.00
TDM9 (Yethso)	DNM p. 6 188NM	DNM p. 6 188NM	52.00
D11 (Yekip)	DLSC p. 6 288LC	DLSC p. 6 288LC	57.00
TDM11 (Yekuo)	DM p. 6 188LM	DM p. 6 188LM	32.00
LB3 (Yelvr)	"Lifetime Sets"	"Lifetime Sets"	20.00
LD3 (Yemw)	GBSC p. 6 788BC	GBSC p. 6 788BC	57.00

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GIFTIE SET
JSC Pen and SJC Pencil

SHEAFFER'S PENVELOPES

AGAIN Sheaffer leads with a new idea in pen sets. This time it's the Penvelope—another original Sheaffer creation. Now the women of the world have a thoroughly practical way of carrying always at hand a beautiful pen and pencil—a convenience that has long been greatly needed. The Penvelope is a soft crushed Ecrase leather case of exquisite workmanship with fine hand-tooled design. Open size 6 x 10 inches, folds to 2x5½ inches. It slips conveniently into any purse or bag and brilliantly enhances the beauty thereof. It comes in coral, lavender, and blue with "Sheaffer's gold filled Oriental mosaic" pen and pencil. A new and beautiful convenience for women. An apt gift. A ready selling item.

The Penvelope case is furnished gratis with all \$15.00 Oriental mosaic pen and pencil sets or they can be purchased at \$2.00 for other sets such as OM-10.

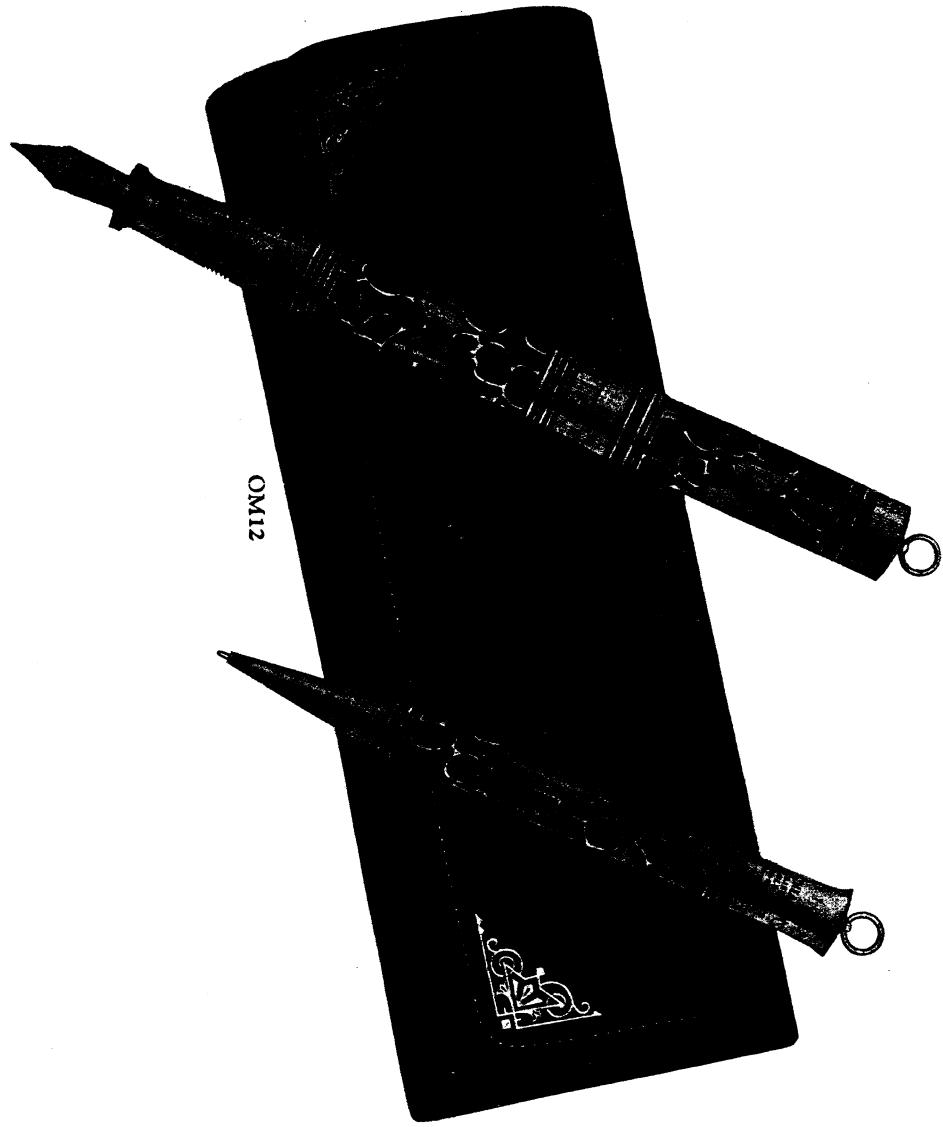
When the Penvelope case is wanted with \$10.00 sets specify "Penvelope" on order. Not necessary to specify when ordering \$15.00 sets. Penvelopes furnished at \$2.00 each list, to those dealers wishing to make up sets with stock on hand.

OM-10 (Zelos)—Sterling silver, blue butterfly design	
With Penvelope case	List \$10.00
OM-11 (Zelos)—Gold filled, pale blue flower design Pen-	
velope case included	List \$5.00
Pen	List \$10.00
Pencil	List \$5.00

OM-12 (Zelos)—Gold filled, coral butterfly design, Penvelope	
case included	List \$15.00
Pen	List \$10.00
Pencil	List \$5.00

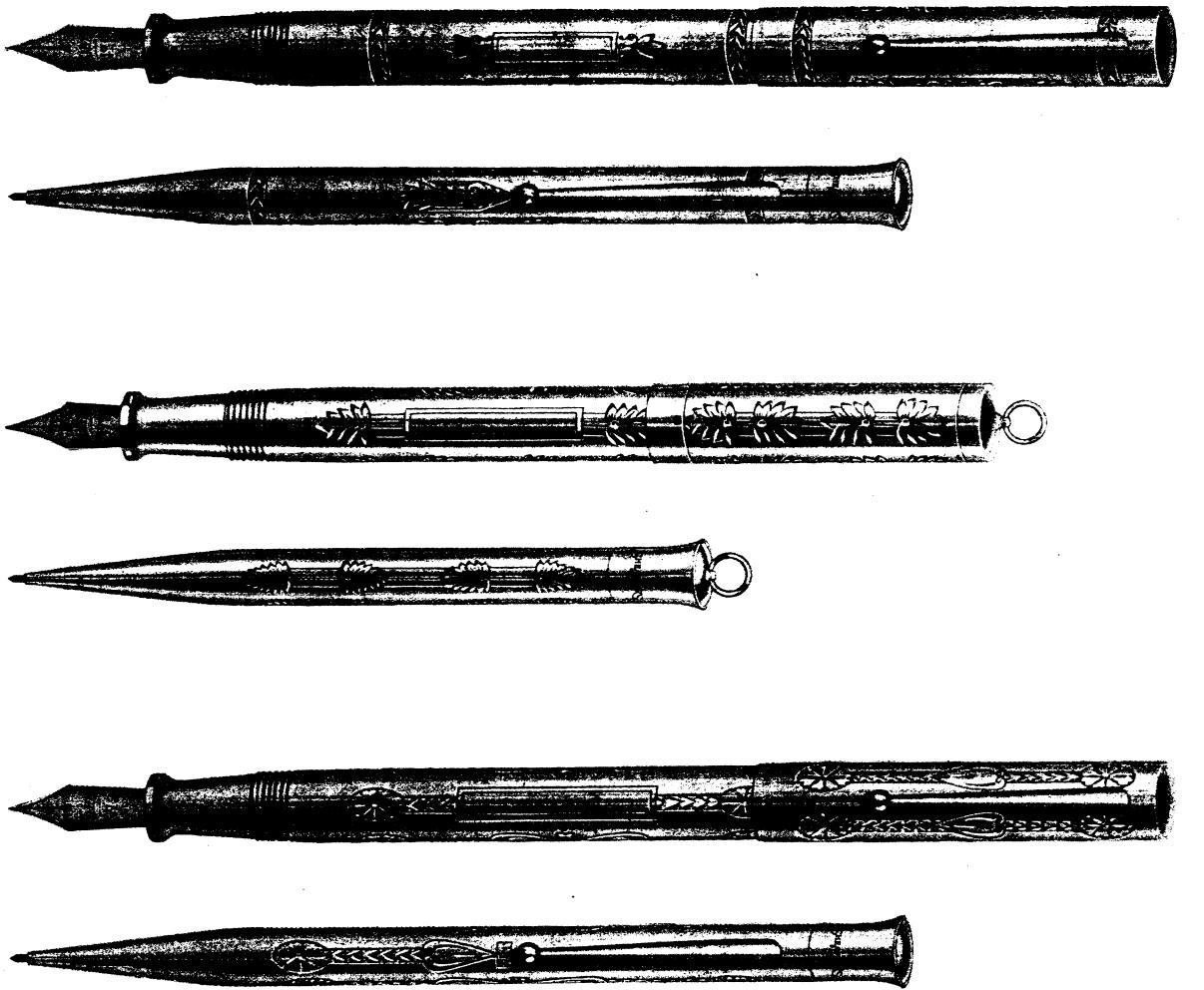
Other combinations can be made and offered in Penvelope cases, for example the hand engraved sets on page 25, also the metal pens on page 9 and the metal pencils on page 6.

OM12



SHEAFFER'S

HAND ENGRAVED GIFTIE SETS



MASTER pen and pencil artisans have now combined their skill with master engravers and produced pen and pencil sets of 18 karat Palladium white gold and 14 karat solid green gold. By combining the pen and pencil Sheaffer offers sets unsurpassed in beauty, dignity, and quality to dealers who cater to an appreciative clientele.

Three distinct designs in both 14 karat solid green gold and 18 karat Palladium white gold, short with clip, and midget with ring, provide Sheaffer dealers the opportunity of appealing to a variety of tastes.

Every pen and pencil is hand engraved by the best talent available. A generous sized panel on both pen and pencil is reserved for engraving the owner's name or initials. Sets are packed in beautiful cases, covered with genuine leather, tooled and embossed and lined with buff velvet.

Prices—18 Karat Palladium White Gold Hand Engraved Pens

DXSC \$30.00	F24 \$85.00
FYSC \$25.00	244XC \$55.00
FZSC \$30.00	244XM \$50.00
FYM \$25.00	FM24 \$75.00
FZM \$25.00	

See illustration

14 Karat Solid Green Gold Hand Engraved Pens

DXSC \$20.00	D24 \$60.00
DXM \$18.00	288XC \$40.00
DYSC \$20.00	288YM \$37.00
DYM \$18.00	288ZC \$40.00
DZSC \$20.00	DM25 \$55.00

See illustration

DZM \$18.00 **288ZM \$37.00** **DM26 \$55.00**

Note particularly that the Palladium white gold is 18 karat and the solid green gold is 14 karat. All nibs are number 2 size. Leather covered boxes, buff velvet lined, are furnished gratis with all solid and Palladium gold pen and pencil combinations.

The factory cannot stock solid and Palladium gold pens and pencils in large quantities. The manufacturing and engraving processes are very slow and from three to four weeks are necessary for production.

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228YC

DYSC

244XM

FXM

288ZC

DZSC

SHEAFFER'S *Skrip*

THE SUCCESSOR TO INK

Flows smoothly, dries quickly, spreads evenly, does not flood, and is made exclusively for fountain-pen use. Does not gum on nib; contains no harmful acids or grit. Six colors: red, purple, green, blue, black and Permanent Royal Blue.

The Permanent Royal Blue is packed only in 4-ounce and larger sizes. Regular washable blue is packed only in 2-ounce size. The red, purple, green, and black are packed in all sizes.

Size	List	Amt.	Ship. Wt.
	per Doz.	in Case	per Case
2 oz.	\$ 2.00	3 doz.	16 lbs.
4 oz.	3.25	2 doz.	18 lbs.
½ pt.	6.00	½ doz.	8 lbs.
Pints	11.50	½ doz.	13 lbs.
Quarts	21.00	½ doz.	23 lbs.
Gallon	72.00	1 bottle	13 lbs.

Five gallons or more in kegs \$4.50 per gallon list

ASSORTMENT No. 1 (Zebra):

6 doz. 2 ozms. 112 oz.

6 doz. 2 ozms. 112 oz.

4 doz. Permanent	3 doz. Blue	List \$40.02
Royal Blue	1 doz. Black	Less 30% ... 20.01
8 bottles Black	1 doz. Purple	Net 20.01
8 bottles Purple	2 1/3 doz. Green	Freight allowed
6 bottles Green	1 1/3 doz. Red	
2 bottles Red		
1/6 doz. each—half pints, pints and quarts in Permanent Royal Blue.		
1/2 doz. Travelers' Cases Blue.		

ASSORTMENT No. 2 (Zitka):

6 doz. 4 ozms. 176 oz.

12 doz. 3 ozms. 144 oz.

4 doz. Permanent Royal Blue	9 doz. Blue	
8 bottles Black	1 doz. Black	
8 bottles Purple	1 doz. Purple	List \$43.50
6 bottles Green	2 1/3 doz. Green	Less 30% 21.75
2 bottles Red	1 1/3 doz. Red	Net 21.75

It will not be necessary to list the entire assortment on your order, just specify: 1 Assortment No. 1 or 1 Assortment No. 2. The factory will know what you want.

2 Ounce

4 Ounce



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SHEAFFER'S

LIFETIME FOUNTAIN-PENS

De Luxe

A most beautiful combination of unbreakable Radite, entirely within aristocratic bounds, is offered by Sheaffer in the strikingly new and distinctive De Luxe line of fountain-pens and pencils.

The stability of the Sheaffer line seldom permits the addition of a new design or color combination. Yet the unanimous trend to the higher priced Lifetime numbers has been convincing evidence that there is a mighty demand for the Lifetime in this dignified and aristocratic jet-black and pearl combination of unbreakable Radite.

The De Luxe line is a selling mate to the Jade green and Jet black Lifetime lines. Dealers will find a most receptive market. The trend of color tastes is swinging to dignified, rich color combinations rather than glaring primary effects and those dealers intent upon keeping ahead of the market will at once recognize the possibilities of Sheaffer's De Luxe line and stock conservatively in addition to the regular full assortment of Jade green and Jet black Lifetime fountain-pens.

K8C (Zeeer)—Jet black and pearl unbreakable Radite with gold-filled band, lever and clip. Oversize long holder. See illustration. List \$10.00

K74SC (Zedum)—Jet black and pearl unbreakable Radite with gold-filled band, clip and lever, short thin holder. See illustration. List \$8.50

K74SR (Zefir)—Jet black and pearl unbreakable Radite with gold-filled band, lever and ring, short thin holder. See illustration. List \$8.50

••• 27 •••

K8C

K74SC

K74SR

SHEAFFER'S

Propel-Repel-Expel PENCILS

De Luxe

The propel-repel-expel mechanism feature has been greatly responsible for the popularity of Sheaffer pencils. Now, add the De Luxe line of jet-black and pearl unbreakable Radite to the staple line of Jade Green and Jet black Radite and Sheaffer dealers have a most complete assortment to offer even the more-than-average-hard-to-please customer.

Sheaffer's De Luxe line of Lifetime fountain-pens and pencils is the result of exhaustive research to produce a dignified, aristocratic, selling-mate to the world-famous Jade Green Radite Lifetime fountain-pen. The combination of jet-black and pearl has unanimously been voted the most popular. It is staple. It is conservative, yet rich. The colors appeal to both sexes of all ages.

Four popular sizes of propel-repel-expel pencils have been produced in the De Luxe line. The oversize Tran is built big—for the man of big affairs. The substantial oversize barrel, topped with the gold-filled cap of pleasing contour and finished in jet-black and pearl unbreakable Radite, has a general appeal among successful people everywhere.

The long, thin barrel equipped with gold-filled clip, cap and tip will instantly appeal to those wanting a service pencil easy to hold. Other styles slightly shorter and equipped with either ring or clip, also bears great admiration. These four numbers make a well rounded line, yet do not necessitate any considerable investment.

KSC (Zekum)—Jet black and pearl unbreakable Radite, oversize, with clip, tip and cap gold-filled. See illustration. List \$5.00

KC (Zekum)—Jet black and pearl unbreakable Radite, long with clip, Tip, cap and clip gold-filled. See illustration. List \$4.00

KSC (Zelus)—Jet black and pearl unbreakable Radite, short with clip, Tip, cap and clip gold-filled. See illustration. List \$4.00

KSR (Lemon)—Jet black and pearl unbreakable Radite, short with ring, Tip, cap and ring are gold-filled. See illustration. List \$4.00

SKC

KC

KSC

KSR



..• 28 •..

SHEAFFER'S DESK FOUNTAIN-PEN SETS

What could be more appropriate to support the world-famous Lifetime Desk Fountain-Pen than a base of genuine Yavapai Onyx?

This Onyx—born of ages, is beautifully veined in colors representing the golden plateaus, green foothills, fiery red sunset and the royal purple dawn all so common to the west country producing it.

This equipment surely voices the manners of business and social leaders of America.

Sheaffer's Onyx line is complete. Eight numbers in three sizes makes possible a universal appeal, yet the investment is entirely within reason.

No. 23 (Zephr)—Single, with oval base of genuine Yavapai Onyx, $1\frac{1}{4}$ x $3\frac{1}{2}$. Receptacle of jet unbreakable jade equipped with $\frac{1}{8}$ inch 14 Karat gold band. Furnished with one Jade Lifetime Desk Fountain-Pen. Set illustration. List \$16.00

No. 123 (Zeatur)—Same as No. 23 except pen furnished is Lifetime Desk Fountain-Pen. Set illustration. List \$14.00

No. 24 (Zeural)—Double, with base of genuine Yavapai Onyx, $2\frac{1}{2}$ x $4\frac{1}{2}$. Receptacles of jet black unbreakable jade equipped with $\frac{1}{8}$ inch 14 Karat gold bands. Furnished with matched Jade Lifetime Desk Fountain-Pen. Set illustration. List \$35.00

No. 24P (Zeural)—Same as No. 24 except set is equipped with Lifetime Desk Fountain-Pen and one Jet Black Pen. List \$30.00

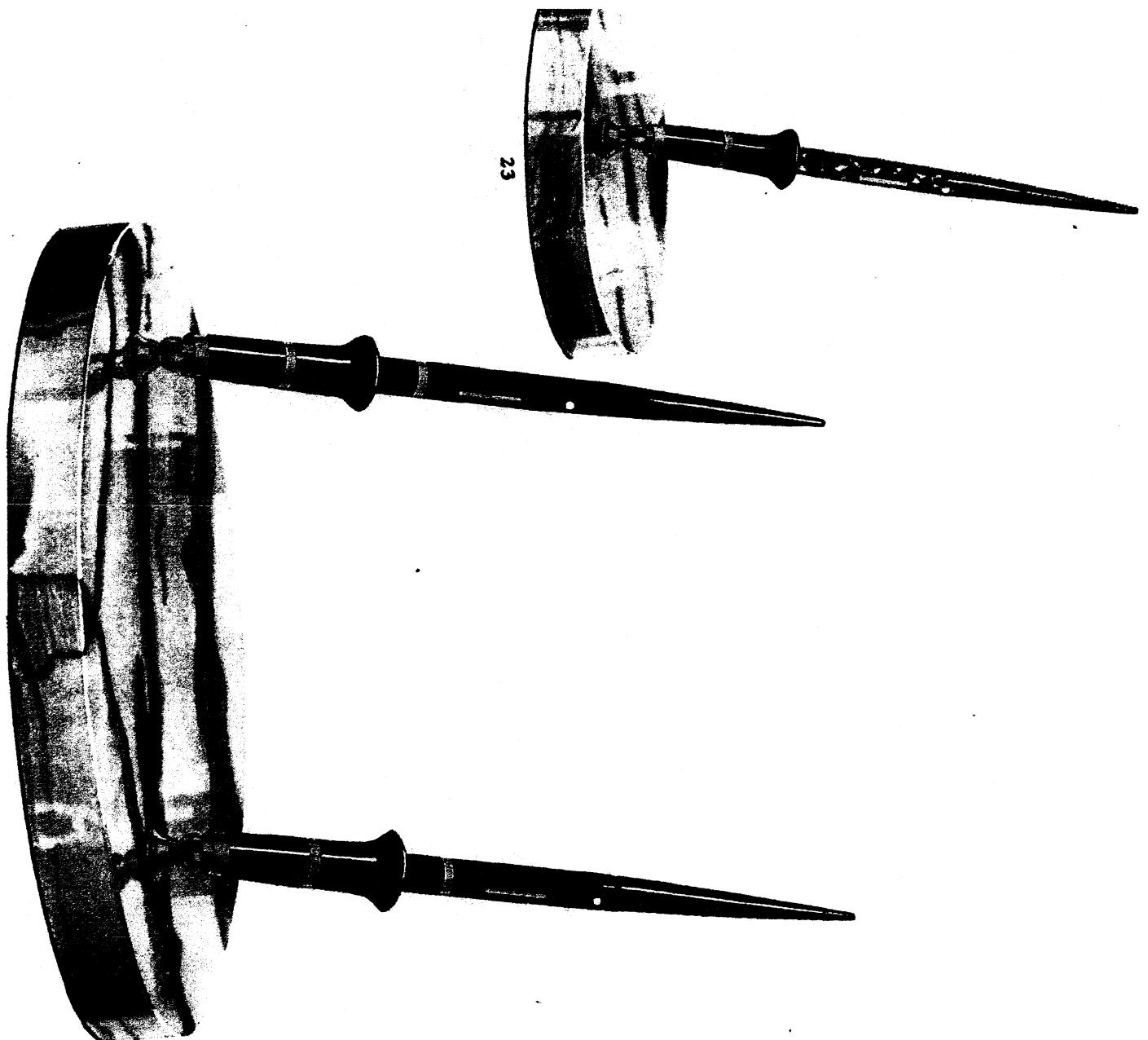
No. 124 (Zeurus)—Same as No. 24 except pens furnished are No. 120D, guaranteed for 10 years if not misused. List \$40.00

No. 124P (Zeurus)—Same as No. 124 except set is equipped with one No. 120D Desk Pen and one Jet Black Desk Pencil. List \$45.00

No. 22 (Zerur)—Single, with base of genuine Yavapai Onyx, $1\frac{1}{4}$ x $2\frac{1}{2}$. Receptacle of jet black unbreakable jade, equipped with $\frac{1}{8}$ inch 14 Karat gold band. Furnished with Lifetime Desk Fountain-Pen. List \$13.50

No. 122 (Zerve)—Same as No. 22 except pen furnished is one Jade Lifetime Desk Fountain-Pen. List \$11.00

No. 123D guaranteed for 10 years if not misused. List \$11.00



2 SHEAFFER'S ORDER FORM

Quantity	Item	List	SHEAFFER'S DESK FOUNTAIN-PEN SETS			Quantity	Item	List
51		\$18.00				L-112		\$ 8.50
61		25.00	T101		\$ 7.50	113		12.50
60		25.00	T102		7.50	L-114		20.00
Single lamp	50.00		T103		7.50	115		25.00
(Deluxe)			104		14.00	R-116		12.50
Double lamp	75.00		105		14.00	S-116		12.50
(Deluxe)			106		8.50	T121		7.50
Single lamp	25.00		107		14.00	122		11.00
(Amronlite)			110		7.50	123		14.00
Double lamp	35.00							
(Amronlite)								

ASSORTMENT No. 1		SKRIP (Check assortment wanted)	ASSORTMENT No. 2	
6 doz. 4 Oz. Size	6 doz. 2 Oz. Size		6 doz. 4 Oz. Size	12 doz. 2 Oz. Size
4 dozen Permanent	3 dozen Blue		4 dozen Permanent	9 dozen Blue
Royal Blue	1 dozen Black		Royal Blue	1 dozen Black
8 bottles Black	1 dozen Purple		8 bottles Black	1 dozen Purple
8 bottles Purple	2-3 dozen Green		8 bottles Purple	2-3 dozen Green
6 bottles Green	1-3 dozen Red		6 bottles Green	1-3 dozen Red
2 bottles Red			2 bottles Red	
1-6 doz. each, $\frac{1}{2}$ pints, pints and quarts in Permanent Royal Blue. $\frac{1}{2}$ doz. Travelers' Cases Blue				
Freight Allowed			Freight Allowed	
LIST \$40.92—LESS 50%	NET \$20.46		LIST \$43.50—LESS 50%	NET \$21.75

LEADS

A convenient size counter Lead Display Cabinet, four-color photoplated solid glass front, given free with the following assortment:

3 doz. med. Blue Cap Leads	\$5.40	1 doz Standard red crayon Blue Cap Leads	\$1.80
3 doz. soft Blue Cap Leads	\$5.40	1 doz. Standard blue crayon Blue Cap Leads	\$1.80
1 doz. hard Blue Cap Leads	\$1.80	1 doz. oversize black Blue Cap Leads	\$1.80
$\frac{1}{2}$ doz. Midget Blue Cap Leads	\$0.90	1 doz. oversize red Blue Cap Leads	\$1.80
1 doz. Indelible Blue Cap Leads	\$1.80	1 doz. oversize blue Blue Cap Leads	\$1.80
$\frac{1}{2}$ doz. oversize jet black Artists Crayon		\$0.90	
LIST	\$25.20	Cost to you,	Net \$15.00

Also

Dealer

Street

City State

DO YOU WANT
WINDOW DISPLAY
MATERIAL?

Yes No

W. A. SHEAFFER PEN COMPANY, FORT MADISON, IOWA

New York
80 Fifth Avenue

Chicago
209 S. State Street

BRANCH OFFICES
San Francisco
681 Market Street

Toronto, Canada
60-62 Front Street, W.

London, W. I., England
199 Regent St.

SHEAFFER'S ORDER FORM

SHIP—Subject to my regular discount the following merchandise:

Quantity	Item	List	Quantity	Item	List	Quantity	Item	List
—	74SC	\$ 7.50	—	JASC	\$ 3.75	—	T3	\$10.00
—	74SR	7.50	—	JASR	3.75	—	4	16.50
—	8C	8.75	—	JAM	3.50	—	5	16.50
—	84C	8.75	—	SJC	4.25	—	6	11.00
—	85C	12.00	—	JJC	10.00	—	7	16.50
—	89C	15.00	—	JJSC	10.00	—	10	10.00
—	J74SC	7.50	—	SJJC	12.00	—	12	11.00
—	J74SR	7.50	—	LLC	10.00	—	BL-12M	12.00
—	J8C	8.75	—	SLLC	12.00	—	A12	15.00
—	J84C	8.75	—	RASC	3.25	—	X12	15.00
—	J85C	12.00	—	RASR	3.25	—	C12	15.00
—	J89C	15.00	—	SRC	3.75	—	D12	16.00
—	K8C	10.00	—	OAC	3.25	—	13	15.00
—	K74SC	8.50	—	SRCO	3.75	—	E-13	16.00
—	K74SR	8.50	—	OASR	3.25	—	L-14	25.00
—	R3-25C	3.00	—	OASC	3.25	—	L-14P	20.00
—	R3-25SC	3.00	—	SOC	3.75	—	15	30.00
—	R3-25SR	3.00	—	SOCO	3.75	—	15P	25.00
—	3-25C	3.00	—	SKC	5.00	—	16	15.00
—	3-25SC	3.00	—	KSC	4.00	—	R-16	15.00
—	3-25SR	3.00	—	KC	4.00	—	S-16	15.00
—	J5-30C	5.00	—	KSR	4.00	—	17	30.00
—	J5-30SC	5.00	—	SLD	4.00	—	18	16.00
—	J5-30SR	5.00	—	AA	1.00	—	19	20.00
—	5-30C	5.00	—	AASC	1.00	—	T21	10.00
—	5-30SC	5.00	—	SAA	1.00	—	TB21M	11.00
—	5-30SR	5.00	—	AAA	1.00	—	22	13.50
—	J7-30C	7.00	—	AASR	1.00	—	23	16.50
—	7-30C	7.00	—	AAM	1.00	—	24	35.00
—	LAC	3.25	LIFETIME DESK FOUNTAIN-PEN SETS					
—	LASC	3.25	—	T1	10.00	—	24P	30.00
—	LASR	3.25	—	T2	10.00	—	35	32.00
—	SLC	3.75						
—	JAC	3.75						
			—	35P	27.50	—	50	18.00

W. A. SHEAFFER PEN COMPANY, FORT MADISON, IOWA

BRANCH OFFICES

New York
80 Fifth Avenue

Chicago
209 S. State Street

San Francisco
681 Market Street

Toronto, Canada
60-62 Front Street, W.

London, W. I., England
199 Regent St.

SHEAFFER'S DEALERS' DISCOUNTS

SKRIP discounts are entirely separate from

those given on other Sheaffer merchandise.

This merchandise affords the dealer a nice margin of profit and at the same time it acts as a stimulant to the fountain-pen business.

Discounts are:

Up to \$50.00 List	50%
\$50.00 to \$100.00, List	50-2%
Over \$100.00, List	50-5%

SHEAFFER'S BLUE CAP LEADS

Discounts on Blue Cap Leads are as follows:

On less than 6 dozen boxes	40%
6 dozen to one gross	50%
One gross boxes	50-5%
5 gross boxes	50-10%
10 gross boxes	50-20%

SHEAFFER'S REGULAR LEADS

Discounts on Sheaffer's Medium quality Leads are as follows:

Up to 1 gross	40%
1 gross to 3 gross	40-5%
3 gross to 5 gross	40-10%
5 gross or more	50%

SHEAFFER'S PENCIL ERASERS

Discounts on Erasers are as follows:

Up to 3 gross	40%
3 gross to 9 gross	40-5%
9 gross to 15 gross	40-10%
15 gross or more	50%

SHEAFFER'S REPAIR PARTS

Dealers are allowed to deduct freight charges from the invoice on shipments of Skrip aggregating 100 pounds or more amounting to approximately \$20.00 net (Assortment No. 1 and No. 2, shown on page 26.) Received freight bill must accompany the remittance. This allowance does not include drayage costs.

All repair parts or repairs are subject to 40% discount to dealers. This discount applies regardless of dealer's discount on regular line.

SHEAFFER'S DEALERSHIP

Sheaffer's sliding scale of discounts makes it possible for a dealer to carry a representative assortment with a minimum investment. To new dealers, the discount is based on the net amount of pens and desk fountain-pen sets shipped on the opening order. Pens purchased at that time or later take the same discount.

Many advantages are offered the retailer who handles the Sheaffer line. The dealer who carries a representative assortment on a 50% basis is assured that another dealer cannot buy one-half dozen or one dozen pens at that discount and thus realize the profit that rightfully belongs to the dealer who carries the more representative assortment.

Sheaffer's distribution is principally limited to the jewelry, drug, stationery and those departments of department stores which handle Sheaffer's entirely dependent upon the retailer. For the retailer, plain and protection, the following discount schedule has been adopted:

New Dealer Minimum Purchase to Obtain Discount Listed	Discount	Number of Dozen Pens Required to Obtain Net.
\$50.00 Net. Includes Only Sheaffer Pens—Desk Sets	25%	
\$100.00 Net. Includes Only Sheaffer Pens—Desk Sets	33 1/3%	
\$150.00 Net. Includes Only Sheaffer Pens—Desk Sets	40%	3 Dozen \$150.00 Net.
\$200.00 Net. Sheaffer Pens—Desk Sets	40-5%	4 Dozen \$200.00 Net.
\$275.00 Net. Sheaffer Pens—Desk Sets	40-10%	6 Dozen \$275.00 Net.
\$300.00 Net. Sheaffer Pens—Desk Sets	39 1/2%	10 Dozen \$300.00 Net.

In order to obtain a 40% discount, a dealer in a town of 500 and under must purchase on opening order \$50.00 worth of merchandise, consisting of pens, pencils and desk fountain-pen sets. A dealer in a town of 500 to 1000 must purchase on opening order, \$75.00 worth of pens, pencils and desk fountain-pen sets to obtain 40% discount—a dealer in a town of 1000 to 1500 in order to obtain a 40% discount on opening order must purchase \$100.00 worth of merchandise consisting of pens, pencils and desk fountain-pen sets.

Example:—A new dealer in town of 1500 or more buys an opening order of \$150.00 worth of pens, desk fountain-pen sets to obtain the 40% discount. This establishes his discount at 40% and it is only necessary for him to buy enough Sheaffer merchandise, including the entire Sheaffer line of Lictimes, pens, desk fountain-pen sets, Skrip and pencils, to total \$200.00 per year for that discount to continue year after year. The first year he need buy only \$50.00 additional after his opening order.

Every Sheaffer dealer has the opportunity of increasing his discount during any year that he purchases a sufficiently large amount of merchandise to establish himself on a larger discount basis. For example, if the dealer who is on a 40% basis, purchases \$500.00 worth of Sheaffer merchandise, including the entire line, except Craig pens and pencils, his discount will be immediately raised to 40-10%, and he will be rebated at that time on all merchandise that he has purchased previously in the year at his old discount of 40%. All discounts will be checked up, changed and rebated issued to those entitled to them at the end of the discount year on October

If he can fit Sheaffer into his regular stocked merchandise at any previous time he can give him ro a 40% discount and rebate. Again let us make clear that in order to obtain an increase in discount previous to October 1st, purchase must have reached the net amount so far that year that would be required of him had he done the same calculations were he already in the increased discount bracket. Dealer's Purchase from October 1st to October 1st goes on discount for the following twelve months period. For instance, if we find a dealer who is operating on a 40-10% discount from October 1st until October 1st purchased \$100.00 worth of merchandise this discount will immediately be increased to 40% and he will receive a 10% discount on merchandise purchased at 40-10% discount. The reason being that he has now increased his volume of business and it governs the dealer's discount and the dealer's discount is increased to 40% and he can make a larger profit through an increased volume of business.

He can make a larger profit by making a larger purchase.

To new dealers stocking only desk fountain-pen sets the discount will be 25% for quantities less than one dozen and 40% for one dozen and more.

CRAIG PENS and CRAIG PENCILS are NET 30 days, no cash discount. FULL MOUNTED SOLID GOLD PENS and PENCILS are subject to regular discounts.

Discounts on Sautoir Ribbons are 40% up to 1 gross. One gross or more, 50%.